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Strengthening India's Emerging
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A New Chapter for RX in Asia Pacific

Brian Thomas,
President, RX Asia Pacific





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Editor's Note



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January Signals: Setting the Tone for the Year Ahead

As we move deeper into a year defined by transition and opportunity, this edition of TradeFairTimes captures the unmistakable momentum reshaping India's exhibition, events, and trade ecosystem. Across sectors and geographies, the message is clear: platforms are evolving, audiences are engaging more deeply, and outcomes are becoming more focused.

The successful conclusion of the 24th India International Mega Trade Fair reaffirmed the enduring relevance of large-format consumer and trade platforms, while ACMA Automechanika New Delhi 2026 prepares to host its largest edition yet, reflecting India's growing influence in the global automotive aftermarket. Similarly, Indusfood Expo raised the bar with its biggest edition, reinforcing India's position in global food sourcing and trade.

Government-led initiatives are also playing a catalytic role. The launch of the Live Events Development Cell by the Ministry of Information and Broadcasting signals a strategic push to strengthen India's organised live events and concert economy. This edition also highlights significant regional and sectoral milestones - from the grand inauguration of the India International Industrial Expo in Kochi to Messe Frankfurt Trade Fairs India's landmark MoU with the Government of Tamil Nadu for the Techtextil India Summit in Coimbatore. Shows like Intex Expo Ludhiana and IIOO Expo at CIDCO demonstrated how focused platforms can bring together industry, innovation, and policy to deliver tangible outcomes.

Beyond exhibitions, New Delhi World Book Fair's record-breaking footfall reminds us that cultural engagement remains as strong as ever, cutting across generations. Complementing these developments are thought-provoking perspectives, including Jagriti Pandey's analysis on why focused exhibitions are redefining business engagement and Stephan Murtagh's sharp take on sales strategy that moves beyond "spray and pray".

As you turn these pages, you will also find our Swift Snippets and the much-awaited Event Manager's Horoscope for February - because insight, after all, comes in many forms.

The exhibition industry is no longer just about scale; it is about relevance, precision, and purpose. And as the stories in this issue show, those who adapt fastest will shape what comes next.

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A NEW CHAPTER FOR RX IN ASIA PACIFIC

A CONVERSATION WITH BRIAN THOMAS

Brian Thomas has recently taken on the role of President, Asia Pacific at RX. With more than three decades of experience at RX, he has held senior leadership positions across multiple regions. Over the past year, he has led RX's operations in Australia, Singapore, Korea, and Indonesia, and was instrumental in the launch of RX BITEC, the company's new joint venture in Thailand. In this exclusive interview with TFT, Brian discusses his expanded responsibilities, strategic priorities, and vision for the future.



TFT: As you take on the role of President, Asia Pacific at RX, what are your immediate priorities for the region, and how do you see the Asia Pacific portfolio evolving under your leadership?

My immediate priority is our people. Across Asia Pacific, we have exceptional teams in every RX business unit who work tirelessly for their customers and consistently deliver world-class events. Retaining, developing and supporting these teams is fundamental to our success.

A key part of this is strengthening connectivity, bringing our local teams closer to each other across APAC and more deeply into the broader RX global network. By sharing best practice, insights and challenges openly, we ensure our collective expertise flows freely across the region. This collaboration accelerates the value we deliver to our customers and positions us to fully capture the significant growth opportunities across Asia Pacific. It's a diverse, dynamic region and an incredibly exciting one for RX.

TFT: Asia Pacific is one of the most diverse and fast-growing exhibition markets globally. What key opportunities and challenges do you foresee across the region, and how is RX positioning itself to capitalise on them?

Growth is the defining opportunity across Asia Pacific. To realise that potential, we must continue to elevate the value we deliver to both exhibitors and visitors at every event.

That starts with a deep understanding of local markets. Each country, industry and customer set is different, so success comes from combining strong local insight with the right people and skill sets to act on that knowledge. Our industries are evolving rapidly, and RX must continue to evolve alongside them anticipating needs, solving real challenges and supporting long-term industry growth.

Talent is central to this. Attracting, retaining and developing the right people takes time and focus, which is why sharing learnings quickly, whether from major wins or from challenges, is so important. Across RX APAC, we are actively leveraging the strength of our full portfolio to support and enhance the capabilities of our local teams.

TFT: Reflecting on the industry's performance in 2025, what key shifts have you observed in exhibitor

- My immediate priority is our people. Retaining, developing, and supporting our teams is fundamental to our success. By strengthening connectivity and sharing best practices across the region, we position ourselves to fully capture the significant growth opportunities across Asia Pacific.
- Growth is the defining opportunity across Asia Pacific. However, each country and industry is different. Success comes from combining strong local insight with the right skill sets to anticipate needs, solve real challenges, and support long-term industry growth.
- Customer expectations continue to evolve, making high-quality insight more important than ever. We must invest in truly listening to our customers, not relying on assumptions. As marketing becomes increasingly complex, our strategies must adapt to ensure we reach customers in meaningful and effective ways.

and visitor expectations, and how will these influence RX's strategy for 2026 and beyond?

Customer expectations continue to evolve, both in what they want from our events and how they want to engage with us. This makes high-quality customer insight more important than ever. At RX, we must invest in truly listening to our customers, not relying on assumptions, and ensuring those insights are translated into action across our teams.

Marketing is becoming increasingly complex, driven by changing privacy regulations and shifting customer behaviours across platforms and channels. What works today may not work tomorrow, and that reality differs by industry and by market. Our marketing teams must

continue to adapt, innovate and test new approaches to ensure we are reaching customers in meaningful, compliant and effective ways.

These shifts will directly shape how we design, market and deliver our events in 2026 and beyond.

TFT: India continues to emerge as a major exhibitions and conventions market. How does RX view India's role within its Asia Pacific strategy, and what opportunities do you see in the coming years?

While India sits outside my direct portfolio, it is clearly a strategically important and fast-growing market for RX globally. I'll leave detailed commentary on India's role within the Asia Pacific strategy to my colleagues who lead that portfolio, but it is evident that India presents strong long-term opportunities aligned with RX's global growth ambitions.

TFT: Finally, are there any new markets, sectors or flagship initiatives that RX plans to focus on in 2026 to drive growth and diversification?

Growth and portfolio development are core to RX's DNA. We are always looking at how we can strengthen and evolve our portfolio, but our approach is firmly grounded in customer insight.

Whether launching new events, entering new sectors or geo-cloning proven brands into new markets, our decisions are driven by what our customers tell us they need. It's critical that we balance the voice of our exhibitors with the needs of potential visitors to ensure sustainable success.

RX is uniquely positioned to capitalise on these opportunities through our global reach, international sales capabilities and deep industry expertise. This allows us to support our customers wherever they do business and to build events that genuinely drive value and growth for their industries.





BUILDING INDIA'S ULTIMATE GIFTING MARKETPLACE

INSIGHTS FROM GAURAV JUNEJA, MEX EXHIBITIONS

Gifts World Expo has emerged as India's ultimate platform for gifting and sourcing, connecting brands, manufacturers, and buyers under one roof. Organised by MEX Exhibitions, the show plays a pivotal role in shaping business opportunities across the gifting and promotional products industry. In this interview, Gaurav Juneja, Director, MEX Exhibitions, shares his perspective on the evolution of the expo, key industry trends, and the road ahead.



TFT: Gifts World Expo has evolved significantly in recent years. What has driven this evolution and expansion?

GJ: The evolution of Gifts World Expo reflects a fundamental shift in how the gifting and promotional industry operates in India. Gifting today is a strategic business tool rather than a transactional activity. Corporates and brands are far more focused on relevance, quality, sustainability, and brand alignment. Our response has been to sharpen the exhibition's commercial focus—improving exhibitor curation, strengthening buyer outreach, and ensuring the platform reflects how the market is actually buying and selling today. Growth for us has been purposeful, guided by value creation rather than scale alone.

TFT: Mumbai is India's commercial hub. What strategic advantages does the Mumbai edition bring?

GJ: Mumbai offers direct access to India's most concentrated pool of corporate decision-makers, procurement heads, brand owners, and agencies. For exhibitors, this means faster conversations, higher-quality engagement, and shorter sales cycles. For buyers, it provides a focused environment to evaluate suppliers and solutions efficiently. The Mumbai edition is designed to be commercially effective—where business conversations translate quickly into outcomes.

TFT: Which gifting categories are misjudged, and which are outperforming expectations?

GJ: The industry often overestimates novelty-driven products that generate short-term attention but lack repeat demand. On the other hand, well-designed utility gifting, sustainable products, and premium everyday solutions continue to perform strongly and consistently. These categories may appear understated, but they deliver long-term relationships, scalability, and reliability—qualities that serious buyers increasingly prioritise.

TFT: MEX Exhibitions has entered into a strategic alliance with Messe Frankfurt India. What is the vision behind this partnership?

GJ: The alliance with Messe Frankfurt India was formed with a clear objective to offer the Gifting industry a truly all-India platform supported by global exhibition expertise. Messe Frankfurt brings strong international expertise, structured processes & globally recognised brands, while MEX contributes deep market understanding and sector-specific focus with an already created well

- The gifting industry in India has shifted fundamentally. It is no longer just about exchanging items but serves as a strategic business tool focused on brand alignment, relevance, and sustainability.
- The Mumbai edition is strategically designed to tap into India's most concentrated pool of corporate decision-makers and procurement heads, offering exhibitors shorter sales cycles and higher-quality engagement.
- While novelty products generate short-term buzz, the interview highlights that sustainable and utility-driven products are the true market performers, offering scalability and reliability that serious buyers prioritize.

established national sourcing platform Gifts World expo.

With this alliance the plan is to introduce the globally established Paperworld brand to Delhi, which has been running successfully in Mumbai already over the years creating a stronger, more structured platform for the Stationery, Art & Craft & office Supplies related industries within India. This partnership is about elevating standards, expanding reach, giving value to our exhibitors & buyers and creating platforms that serve both domestic and international stakeholders more effectively.

TFT: With increasing competition among trade shows, how does Gifts World Expo remain relevant?

GJ: Relevance comes from clarity of purpose. Gifts World Expo does not attempt to be everything to everyone. The focus remains firmly on serious buyers and commercially viable exhibitors. Continuous investment in buyer acquisition, segmentation, and data-led outreach ensures meaningful engagement on the show floor. Consistency, transparency, and a clear focus on return on investment are what sustain relevance year after year.

TFT: What are your key goals for upcoming editions and the years ahead?

GJ: Our focus is on strengthening the quality of engagement. This includes sharper buyer programmes, clearer segmentation of demand, and better use of data to improve matchmaking. We are also investing in content-led formats—curated talks, industry discussions, and focused networking—that complement the exhibition and provide participants with insights alongside business opportunities. The goal is to build platforms that are both commercially effective and strategically relevant.

TFT: Exhibitors today are increasingly ROI-driven. What can they realistically expect from participation?

GJ: Exhibitors can expect qualified leads, meaningful buyer interactions, and clear visibility into market demand. Many participants use the platform not only to generate immediate business, but also to assess product positioning, pricing dynamics, and customer expectations. The most successful exhibitors approach the show as a relationship-building exercise, with returns that extend well beyond the event itself.

TFT: What is one long-term bet MEX is making that may not deliver immediate returns?

GJ: We are investing in building stronger industry dialogue through curated content and knowledge-sharing initiatives. While these efforts may not deliver immediate financial returns, they build credibility, trust, and long-term relevance. Over time, this positions our platforms as industry reference points, not just transactional marketplaces.

TFT: Your message to exhibitors and visitors considering Gifts World Expo Mumbai?

GJ: Gifts World Expo Mumbai is designed for serious business engagement. For companies looking to understand market direction, meet decision-makers, and build long-term partnerships in the gifting and promotional ecosystem, the platform offers focused access and meaningful opportunity. Success comes from preparation, clarity of objectives, and a long-term growth mindset.





AKSHAY GUPTA ON CONNECTING FARMERS

**INDUSTRY AND POLICY
THROUGH THE GLOBAL
SPICE SUMMIT AND EXPO**

India's spice industry stands at a critical juncture facing evolving challenges across production, quality, value addition, and global competitiveness, while also unlocking new opportunities in health products, processing, and exports. In this exclusive interview, Akshay Gupta shares insights into the vision behind the Summit, the key challenges facing the spice industry today, and how industry-government collaboration can help shape its future growth.



TFT: What is the core purpose behind the Global Spice Summit & Expo and how has that vision evolved over time?

AG : The primary objective of organizing Global Spice Summit has always been to create a focused, credible B2B platform that brings the entire spice value chain under one roof. From its inception, the Summit was envisioned for meaningful dialogue, knowledge exchange and networking that strengthen the global spice industry. Over the years, this vision has evolved in line with the changing dynamics of the spice sector. The Summit has gradually expanded its scope to address issues such as sustainability, value addition, innovation in processing and packaging and role of AI and Emerging Technologies in growth of Spice Sector. The Global Spice Summit provides an ideal platform to all the stakeholders including manufacturers, processors, traders, exporters, importers, entrepreneurs from all over India to come together and interact with each other, exchange views and make business deals.

TFT: Why was Jaipur selected as the host city for the 2026 edition, and how does it align with the spice industry's geographic or commercial strengths?

AG : This year, Jaipur was selected as the host city for the 13th edition of Global Spice Summit due to its strong strategic, commercial and logistical relevance to the spice ecosystem. Rajasthan is one of India's leading spice-producing states, particularly known for seed spices such as cumin, coriander, fennel, fenugreek which form a significant share of India's spice exports. Organising the Summit in Jaipur, places the event at the heart of a key production and trading belt for these commodities.

TFT: What are the most pressing challenges currently faced by the Indian spice industry, and how does this summit aim to address them?

AG : Some of the key challenges which are being faced by Indian spice industry include price volatility, high production costs, global competition, quality concerns and climate change impacts. The Global Spice Summit cum Exhibition is designed to proactively address these challenges. The industry leaders will discuss various issues and strategies for sustainable growth of the spice industry. The eminent speakers invited from the industry, related government departments, trade

- **Strategic Evolution:** The summit has evolved from a traditional networking platform into a knowledge-driven ecosystem focusing on sustainability, value addition, and the integration of AI and emerging technologies in the spice sector.
- **Jaipur as the Hub:** The 2026 edition is being held in Jaipur to capitalize on Rajasthan's status as a leading producer of seed spices (cumin, coriander, fennel, fenugreek), placing the event at the heart of the production and trading belt.

associations will make presentations on various topics like production, consumption, supply, processing, value addition, export-import, technological advancement, quality control, marketing etc.

TFT: How has industry participation grown in recent years in terms of delegates, exhibitors, and international involvement? What trends are you seeing?

AG : Participation in the Global Spice Summit in recent years has been quite enthusiastic. We have witnessed a steady increase in interest, with a growing number of newcomers joining each edition. This positive trend is expected to continue in the forthcoming editions as more new players enter the global spice sector.

TFT: What are the topics that the upcoming summit will be covering?

AG : As the organiser of Global Spice Summit, we have curated a comprehensive agenda that reflects both current industry priorities and future opportunities. Some of the topics that will be covered during 13th Global Spice Summit are: Technological Advancement in Spice Industry; Future-ready spice processing; Ensuring Consistency, Quality & Safety; E-commerce & Direct to Consumer channels; The new spice trade frontier; Technological Innovation in Spice Processing & Packaging etc.

TFT: How prepared are Indian spice exporters to meet increasingly strict food safety and traceability norms in markets like the EU and the US?

AG : Indian spice exporters are at varying levels of preparedness. Large and well-established exporters are generally equipped to meet EU and US food safety and traceability norms, as they have invested in quality testing, certifications and digital tracking

systems. Mid-sized exporters are making steady progress but are still adapting to increasingly stringent residue limits and documentation requirements. Overall, compliance is improving, but consistent, end-to-end traceability remains a key area that the industry is still strengthening.

TFT: How can government bodies, export councils, and industry platforms work together more effectively to reduce friction for exporters?

AG : Government bodies, export councils, and industry platforms can reduce friction for exporters by coordinating regulations, providing guidance, and offering joint support programs, helping exporters comply faster and operate more efficiently.

TFT: Are Indian exporters diversifying markets sufficiently, or is over-dependence on a few regions still a risk?

AG : Indian spice exporters have made notable progress in diversifying their export destinations over the past few years, expanding their presence across various markets and they continue to actively explore new markets.

TFT: If the Summit could influence one policy or industry reform in the next year, what should it be?

AG : There is a need for a well-defined government policy implemented through Farmer Producer Organizations (FPOs) aimed at reducing the use of pesticides and insecticides in spice cultivation. Excessive chemical residues remain a key challenge affecting exports. Strengthening and reforming such policies will encourage the adoption of good agricultural practices and support the sustainable growth of India's spice exports.

TFT: Lastly, what message you would like to give to our readers?

AG : India is the world's largest producer, consumer and exporter of spices. The Indian spice industry is full of opportunity innovation and global demand. The 13th edition of Global Spice Summit in Jaipur is designed to bring together manufacturers, processors, traders, exporters, importers, entrepreneurs, market and quality experts etc. all in one place to share knowledge, explore new markets and build partnerships that strengthen the entire value chain. Whether you are looking to expand exports, adopt modern processing technologies, or stay ahead of global quality standards, this Summit is your platform to connect, learn and grow.



Union Budget 2026–27 Foundation for a Scalable MICE Economy

By M Q Syed,
Editor In Chief

The Union Budget 2026–27 presented on 1st Feb reflects a maturing policy approach towards India's Meetings, Incentives, Conventions and Exhibitions (MICE) sector. Rather than viewing exhibitions as episodic activities, the Budget focuses on building the institutional, operational and human frameworks required for long-term, repeatable growth.

For integrated MICE platforms the policy direction aligns with destination-led exhibitions, professionalised service delivery and geographic expansion beyond metro markets.

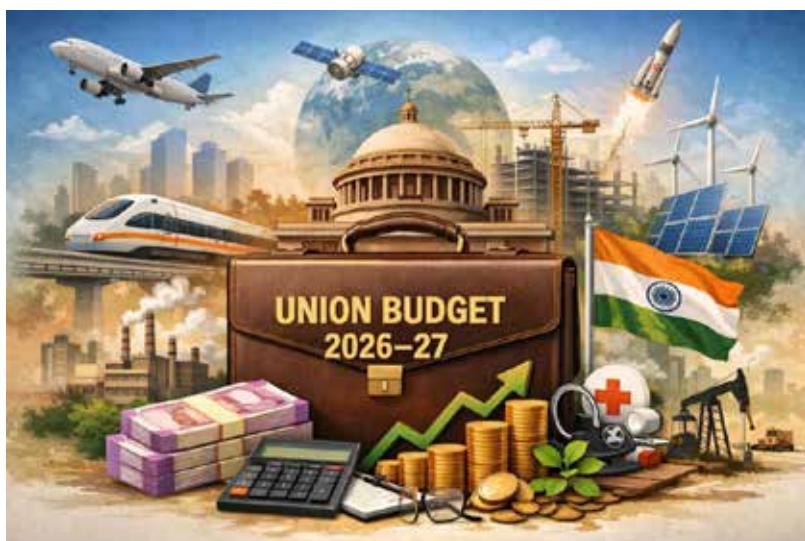
The establishment of city-level MICE bureaus addresses one of the industry's most persistent challenges—fragmented local coordination. By creating a single-window interface for organisers and

global partners, these bureaus improve predictability, reduce execution friction and enhance India's ability to host large-format international exhibitions on a sustained basis.

This institutional push is reinforced by parallel investments in talent development, hospitality skilling, MSME enablement and regional connectivity, creating a layered ecosystem rather than isolated interventions.

A Long-Term Blueprint for India's MICE Sector

- Destination & Institutional Readiness
- City-level MICE & Convention Promotion Bureaus (from 2026)
- Single-window facilitation for exhibitions and conventions
- Verified local ecosystems for international organisers
- Improved destination-level coordination
- Expanding the Venue &



The establishment of city-level MICE bureaus addresses one of the industry's most persistent challenges—fragmented local coordination. By creating a single-window interface for organisers and global partners, these bureaus will improve predictability and enhance India's ability to host large-format international exhibitions on a sustained basis.

- Experience Landscape
- 15 heritage and archaeological sites to be developed as experiential destinations
- Enables curated, high-value event formats
- Supports destination-based exhibitions and cultural conventions
- Building the Next-Gen MICE Workforce
- 15,000 AVGC & content labs in schools
- 500 labs in colleges
- Strong pipeline for exhibition design, AV, hybrid and experiential formats
- Service Quality & Hospitality Integration
- National Institute of Hospitality
- Industry-academia collaboration
- Improved service standards across emerging MICE cities
- Strengthening Organisers & the Supply Chain
- ₹45 lakh support cap for organising domestic exhibitions
- ₹15 lakh support for MSME participation
- 100% reimbursement (space + airfare) for select MSMEs at global trade fairs
- ₹10,000 crore SME Growth Fund supporting high-performing enterprises
- Regional Expansion & Market Depth
- UDAN connectivity to 120 new destinations
- Facilitates exhibitions in Tier-2 & Tier-3 cities
- Encourages decentralised MICE growth
- Operational Ease & Financial Flow
- TCS on overseas tour packages reduced to 2% resulting in more international-outbound delegation to exhibitions.
- "Corporate Mitras" simplify compliance, especially in smaller cities
- Structural Outcome
- Shift from event-based growth to platform-led expansion
- Improved visibility of exhibition pipelines
- Policy-backed momentum for organised MICE operators

Trade Fair Times Perspective

Budget 2026–27 assembles the MICE value chain in sequence—stitutions, infrastructure, talent, access and compliance—creating conditions for sustained and scalable growth.

M Q Syed,
Editor In Chief
Trade Fair times

Amit Shah inaugurates North East India's Biggest Auditorium in Guwahati



Union Home Minister Amit Shah inaugurated the Jyoti-Bishnu Antrajatik Kala Mandir in Guwahati, ushering in Northeast India's largest auditorium and significantly strengthening Assam's cultural and civic infrastructure.

Constructed at an investment of ₹291 crore, the modern cultural complex has a seating capacity of 5,000 and is spread over 45 bighas (approximately 15 acres) in the Khanapara area. According to officials, the facility has been envisioned as a premier destination for hosting large-scale cultural performances, conferences, and national and international events.

The complex comprises a grand main auditorium, a contemporary convention centre, five VIP suites, and a multi-level parking facility accommodating around 450 vehicles. It is fitted with advanced audio-visual technology, strong digital infrastructure, and state-of-the-art stage facilities, aligned with global benchmarks.

The inauguration is expected to further elevate Guwahati's stature as a key cultural and events hub in the Northeast, offering a world-class platform for artistic expression, cultural exchange, and large public gatherings.

Security Concerns force to relocate AI Impact Summit to Bharat Mandapam

The Innovation festival was set to be hosted at the Central Park in Connaught Place but is shifted to Bharat Mandapam due to security concerns. Concerns like security and logistics forced the MeitY to shift the event to a more manageable venue. More than 100 top CEOs are set to join the summit. The summit is expected to draw more than 150,000 attendees as there will be upto 300 side events throughout the week.



Yashobhoomi to Get Five-Star ITC Hotel, Boosting MICE Infrastructure

The India International Convention and Exhibition Centre (IICC), Yashobhoomi, is set to further strengthen its hospitality and MICE infrastructure with the addition of a five-star hotel to be developed by ITC. Yashobhoomi has allotted a parcel of land to ITC on a long-term lease for the development of the property, marking a significant milestone for the venue. This development is expected to substantially enhance the overall experience for exhibitors, delegates, and international visitors, reinforcing Yashobhoomi's positioning as a world-class convention and exhibition destination. Under the agreement, the IICC has granted ITC a lease for a plot measuring approximately 3,648 sq. meters at Yashobhoomi, Dwarka, New Delhi. The permissible floor area ratio (FAR) for the plot is around 26,179 sq. meters, enabling the development of a full-scale luxury hospitality asset aligned with international MICE sta

EPCH, in collaboration with Expo Bazaar



EPCH, in collaboration with Expo Bazaar—the cross-border e-commerce vertical of India Exposition Mart Limited, inaugurated a state-of-the-art Cash & Carry Centre, along with a Design Studio and 3D Printing Services, at the EPCH Resource Centre, Moradabad, Uttar Pradesh.

Foundation laid for a 4 crore Convention Centre in Tiruvannamalai

The construction of a ₹4-crore Government Convention Centre at Meyyur village, under the Tiruvannamalai Panchayat Union, commenced with the foundation stone laid by Minister for Public Works, Highways and Minor Ports E.V. Velu, in the presence of Deputy Speaker K. Pitchandi and District Revenue Officer R. Rampradeepan.

The facility will house an administrative office, a skill training hall, a computer laboratory, a library, multiple training rooms, an instructor's office, and essential amenities. In addition, the convention centre will feature a dedicated event space with the capacity to accommodate up to 400 people.





24th Edition of India International Mega Trade Fair Concludes with Industry Engagements and Innovations

By Adrija Dasgupta, Kolkata

The 24th edition of the India International Mega Trade Fair (IIMTF) was held from 5th to 28th December 2025. Every year, the winter season in Kolkata eagerly awaits this grand Trade and Shopping Festival following Durga Puja. The fair is jointly organised by The Bengal Chamber of Commerce and GS Marketing Associates.

According to Mr Abhijit Roy, President, The Bengal Chamber of Commerce, the primary objective of organising this Mega Trade Fair is to position Kolkata as a preferred destination for trade and commerce, as well as a leading retail hub in the country.

Ms Suparna Dutta Gupta, CEO, GS Marketing Associates, stated that

IIMTF provides an ideal platform for exhibitors to showcase their products and services in a world-class exhibition ambience. Among its many benefits, the fair offers business houses and entrepreneurs valuable face-to-face interaction opportunities to achieve their trade objectives. The India International Mega Trade Fair was held at the Science City grounds in Kolkata.

The India International Mega Trade Fair is a strong indicator of the state's competitiveness in both B2B and B2C business models in West Bengal. The fair featured products from international and Indian companies, participants from the Ministry of MSME, Government of India, National Jute Board, EPCH, Government of Uttar

The primary objective of organising this Mega Trade Fair is to position Kolkata as a preferred destination for trade and commerce, as well as a leading retail hub in the country.

Abhijit Roy,
President, The Bengal Chamber of Commerce

Pradesh, Government of Gujarat through Garvi Gurjari, as well as representations from Rajasthan, Kerala, Tamil Nadu, Maharashtra, Karnataka, Assam, Telangana, and Madhya Pradesh. Exhibits included handlooms, handicrafts, furniture, interiors, appliances, lifestyle products, food, beauty, health, and more.

GS Marketing Associates is a leading and well-known organiser of trade fairs and exhibitions in India. With over 31 years of experience in the exhibition industry, GS has earned 24 Exhibition Excellence Awards. IIMTF stands as the largest trade fair in the private sector and is considered a matter of pride for Bengal.

The event provides an excellent opportunity to strike business deals with a wide range of companies from India and abroad, offering a rich display of products along with a complete business and shopping experience. The India International Mega Trade Fair was supported by extensive advertising and publicity campaigns to ensure maximum footfall from the target audience, leading to increased trade promotion and business development in the cities where it has been held.

The dedicated and highly capable team at GS Marketing Associates successfully executed this massive project through months of meticulous planning and hard work. Responding to public demand, the fair was extended by two additional days beyond the originally planned 22 days, and was ultimately held for a total of 24 days in Kolkata.

A Game Changing Decision for Live Events Industry

The Ministry of Information and Broadcasting has established a Live Events Development Cell (LEDC) to support the rapid expansion of India's organised live events sector, often referred to as the country's emerging "concert economy". The initiative is aimed at strengthening the live entertainment ecosystem, generating employment, and boosting tourism, while positioning India as a competitive global destination for large-scale live events.

India's organised live events industry has been recording strong momentum and is increasingly becoming a key contributor to the broader media and entertainment landscape. Valued at ₹20,861 crore in 2024, the sector registered a growth rate of 15 per cent,

outperforming several traditional media segments. Government estimates project a compound annual growth rate of 18 per cent, which could place India among the world's leading live entertainment hubs by 2030.

The Live Events Development Cell was constituted in July 2025 under the direction of Ashwini Vaishnaw. Envisioned as a single-window facilitation platform, the LEDC brings together representatives from Central and State governments, industry associations, music rights bodies, and major event companies. The cell is expected to streamline approvals, enhance inter-agency coordination, and address regulatory and logistical challenges faced by live event organisers.

The live events sector currently supports more than 10 million jobs across

its value chain. A single large-format event can generate over 15,000 direct and indirect employment opportunities across event management, hospitality, transport, security, production, and creative services. Speaking at the WAVES Summit in May 2025, Prime Minister Narendra Modi highlighted the untapped potential of live entertainment as a catalyst for job creation, investment, tourism growth, and the global promotion of India's cultural influence.

With the establishment of the LEDC, the government has signalled a focused policy push towards nurturing the live events ecosystem, recognising its growing economic significance and its ability to position India as a preferred destination for international concerts, festivals, and large-scale cultural experiences.



Travel Meet Asia and ASITA Sign Strategic MoU to Strengthen Indonesia's Regional Tourism Presence

Travel Meet Asia and ASITA have entered into a strategic partnership to advance Indonesia's tourism and MICE sector. The collaboration combines Travel Meet Asia's global B2B reach with ASITA's strong domestic network to enhance Indonesia's visibility and business opportunities across the region.

A Power Partnership set to boost Indonesia's tourism momentum: Travel Meet Asia, the regional travel-trade marketplace and conference series organised by Messe Berlin Asia Pacific (MB APAC), and the Association of the Indonesian Tours & Travel Agencies (ASITA) have officially signed a Memorandum of Understanding on 7 January in Jakarta. The signing took place as part of ASITA's 55th Anniversary celebrations, marking a significant milestone for the association and underscoring its long-term commitment to shaping a high-quality and sustainable tourism industry in Indonesia.

The MoU was signed by Darren Seah, Executive Director of Messe Berlin Asia Pacific and Mr. Budijanto Ardiansjah, Secretary General of DPP ASITA and Chairman of ASITA Fair, and was witnessed by the Minister of Tourism of the Republic of Indonesia, senior officials from the Ministry of Tourism, and the President of ASITA.

The agreement leverages MB APAC's international network, as the organiser of ITB Asia, the largest travel trade show in the Asia-Pacific region, together with ASITA's extensive domestic

reach, creating a robust platform to elevate Indonesia's presence in the regional tourism and MICE sector.

Travel Meet Asia: A Rising Star in Asia's B2B Travel Scene

Travel Meet Asia has already established itself as a successful and fast-growing event series across Asia, hosting numerous high-quality B2B meetings, conferences, and marketplace activities welcomed by international and regional travel professionals. Building on this strong foundation, the new partnership with ASITA is set to further strengthen Indonesia's role as a central hub for business development and tourism collaboration in the region.

How the Partnership Works: Stronger Together

Under the MoU, MB APAC will spearhead international sales and marketing efforts, global buyer recruitment, overall branding, and the management of event operations: from floorplan development to financial oversight. The organisation will also curate international conference content, themes, and speaker engagements that address key regional and global industry trends.

ASITA's Mission: Uniting Indonesia's Tourism Champions

ASITA will focus on mobilising Indonesia's domestic tourism community, securing local exhibitors and sponsors, and shaping Indonesian-

This partnership represents an important milestone for both Travel Meet Asia and Indonesia's tourism sector. By combining our international expertise with ASITA's extensive domestic footprint, we are creating a robust B2B platform that supports meaningful business connections, fosters market growth, and showcases Indonesia as a dynamic and competitive player within the regional tourism and MICE ecosystem.

Darren Seah,
Executive Director, Messe Berlin Asia Pacific

centred conference sessions, forums, cultural showcases, and business-matching activities. Furthermore, ASITA will serve as the primary liaison with the Ministry of Tourism, local government authorities, and national/regional associations. Additional commitments include providing liaison officers through Indonesian tourism schools and coordinating post-event familiarisation tours to introduce international buyers to Indonesia's diverse destinations.

What Industry Leaders Say: A Win for the Region

"This partnership represents an important milestone for both Travel Meet Asia and Indonesia's tourism sector," said Darren Seah, Executive Director, Messe Berlin Asia Pacific. "By combining our international expertise with ASITA's extensive domestic footprint, we are creating a robust B2B platform that supports meaningful business connections, fosters market growth, and showcases Indonesia as a dynamic and competitive player within the regional tourism and MICE ecosystem."

Representing ASITA, Budijanto Ardiansjah, Chairman of ASITA Fair Secretary General for ASITA National Board, highlighted the significance of the collaboration for the wider region: "We are delighted to witness this strategic MoU being formalised. Travel Meet Asia has already proven its value as a high-quality platform within Asia, and ASITA's involvement will undoubtedly elevate the opportunities available to the industry. Partnerships like this strengthen the entire travel ecosystem and reflect the growing momentum of the Asian tourism market."

What's Next: More Highlights, More Opportunities

Further details and upcoming activities under the partnership will be announced in the coming months, as both organisations work to deliver impactful outcomes for the travel and tourism industry.

For further updates and access to post-show highlights, please visit: www.travelmeetasia.com



IIIO Expo 2026 Concludes on a Successful Note at CIDCO Exhibition and Convention Centre

IIOO Expo 2026 concluded on a highly successful note, further strengthening its position as one of India's most influential trade platforms for the Ophthalmic and Optical industry. The exhibition was held from 10–12 January 2026 at the CIDCO Exhibition & Convention Centre, Navi Mumbai, and witnessed three dynamic days of business networking, product innovation and industry engagement.

The expo brought together leading Indian and international brands, industry professionals, and key decision-makers under one roof. It showcased a comprehensive range of products and solutions, including spectacle frames, sunglasses, ophthalmic lenses, optometry instruments,



lenses and frames manufacturing machinery, accessories, packaging products, Spectacle cases and many more. The exhibition floor remained vibrant throughout the event, marked by strong footfall and active interaction between exhibitors and visitors.

IIIO Expo 2026 recorded an enthusiastic visitor turnout, mainly from Maharashtra,

The overwhelming response and positive feedback from exhibitors and visitors have reaffirmed IIIO Expo's growing importance as a business-focused, growth-driven platform for the optical industry. We are incredibly grateful to our sponsors, including Yash Lenses, and our partners at Vision Plus India Magazine for making the 2026 edition a grand success. We look forward to returning with an even larger and more impactful platform in future editions.

Gujarat, Madhya Pradesh, and southern parts of India. comprising opticians, ophthalmologists, distributors, retailers, buying houses, and industry consultants. Exhibitors reported high-quality interactions, serious buying intent, and encouraging business discussions, resulting in on-spot orders, confirmed leads, and new partnership opportunities.

Key highlights included new product launches and live demonstrations of advanced optical technologies by prominent brands such as Yash Lenses, Alcon, Titan, Carl Zeiss, Galorebay, Thukral, Stepper, Das, Aurolab, GKB, Topcon, Schneider, Buhler, Astra, among many others. Group visits organized through various industry associations added further value to the show. A major crowd-puller was the Lucky Draw Giveaway, sponsored by Yash Lenses, which significantly boosted visitor engagement.

The overwhelming response and positive feedback from exhibitors and visitors reaffirmed IIIO Expo's growing importance as a business-focused, growth-driven platform for the optical industry. The organizers extend their sincere thanks to all exhibitors, visitors, sponsors, associations, and partners for making IIIO Expo 2026 a grand success, with special appreciation to Vision Plus India Magazine for its valuable support and promotion.

With this successful edition concluded, IIIO Expo looks forward to returning with an even larger and more impactful platform in future editions.

Email: yashvi@sdpromomedia.com

Barun Gupta Among Top Industry Leaders at Global MICE Meet, Moscow

Moscow recently hosted the Meet Global MICE Congress (MGMC), a premier international platform that brought together senior decision-makers and thought leaders shaping the future of the global MICE industry. Among the prominent industry leaders in attendance was Barun Gupta, COO of Indeva Hotels and Resorts (an India Exposition Mart Unit), representing India's growing influence in the global meetings and exhibitions ecosystem.

The Congress featured 96 speakers from 27 countries, with over 2,500 industry professionals participating across 23 high-impact sessions, including plenaries, panel discussions, and case studies. The event highlighted



the role of leadership, collaboration, and destination-driven strategies in advancing the global MICE sector.

Thoughtfully organised by the Moscow City Tourism Committee, MGMC stood out as a benchmark for how destinations can foster innovation, partnerships, and long-term growth. Barun Gupta's presence reaffirmed India's strong positioning and engagement within the global MICE community.



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ACMA Automechanika New Delhi 2026 set to host its Largest Edition with 800+ Exhibitors from 19 countries

ACMA Automechanika New Delhi 2026, India's international trade fair for the automotive service and aftermarket industry, will take place from 5-7 February 2026 at Yashobhoomi (IICC), Dwarka, marking its largest edition to date with over 800+ exhibitors from 19 countries.

The expanded edition comes against the backdrop of strong industry momentum. India's automotive components industry recorded 8% export growth in the past year, while the domestic aftermarket grew 6% in FY2025, driven by an ageing vehicle base, increasing formalisation of service networks, and growing adoption of digital and direct-to-consumer channels. The scale of the 2026 edition reflects rising global interest in India as both a sourcing hub and a high-growth aftermarket market.

Spanning 50,000+ gross square metres, the exhibition will bring together 3,000+ brands, including 285 first-time exhibitors. The show will cover the full aftermarket spectrum, including automotive components, electronics and systems, repair and maintenance, diagnostics, body and paint, accessories and car care, along with emerging mobility and service technologies.

International participation will include exhibitors and country

pavilions from China, Germany, Iran, Hong Kong, Sri Lanka and Taiwan, reflecting growing interest in India as both a sourcing base and a consumption market for aftermarket products. International exhibitors include GMB, AutoTuner (FR Team International), Horse Powertrain Solutions, Teknorot Otomotiv, Cinbar Otomotiv, Horpol, and the Nagano Industrial and Commercial Encouragement Organization, among others. A dedicated Workshop Pavilion will focus on diagnostics, service equipment and next-generation aftermarket technologies.

Mr Raj Manek, Executive Director and Board Member, Messe Frankfurt Asia Holdings Ltd, stated: "I am very delighted by the fact that the show has received a very rich domestic and international participation and also the show has reflected the upward growth of India's auto component sector. ACMA Automechanika New Delhi, which is a part of our global brand, has impressively posted a huge increase in new participants and is presenting a huge lineup of aftermarket solutions. All this is coming at a time when industry and government are simultaneously spearheading efforts to make India an auto powerhouse."

Leading Indian manufacturers



I am very delighted by the fact that the show has received a very rich domestic and international participation...
ACMA

Automechanika New Delhi has impressively posted a huge increase in new participants and is presenting a huge lineup of aftermarket solutions. All this is coming at a time when industry and government are simultaneously spearheading efforts to make India an auto powerhouse.

Raj Manek,
Executive
Director & Board
Member, Messe
Frankfurt Asia
Holdings Ltd

participating in the exhibition include Ample Auto Tech, Banco Products (India), Elofic Industries, JK Fenner India, Mann+Hummel Filter, Minda Corporation (Spark Minda), NRB Bearings, Schaeffler India, SKF India, Vinni Chemicals and ZF India, among others.

"For ACMA, the event is not only about showcasing products, but about presenting India as a reliable partner for quality-driven, technology-led aftermarket solutions," said Mr Vinnie Mehta, Director General, Automotive Component Manufacturers Association (ACMA). "With higher localisation, improving export capability and participation across MSMEs, Tier-1 suppliers and global brands, the aftermarket is steadily moving towards higher value and innovation."

The exhibition will also host a structured knowledge programmes on 6th and 7th February 2026 across following themes:

- Theme- Innovation, Technology Adoption, and Industry Transformation: Engineering the Future: Advanced Technologies Enabling Growth, Reliability and Innovation for Indian Aftermarket 2.0
- Regulatory compliance, quality standards and anti-counterfeiting in the aftermarket
- Engineering the Future: Advanced Technologies Enabling Growth, Reliability and Innovation for Indian Aftermarket 2.0
- Regulatory Compliance & Quality Standards in India's Aftermarket: Anti-counterfeiting, Building Trust and Consumer Rights
- Repair, Maintenance and other Workshop Best Practices for Independent Aftermarket
- LEADERSHIP DIALOGUES: Call to Action: Advancing Automotive Semiconductor Power Components and the Ecosystem - Enabling Localisation for India's 2W & 3W Electrification Ecosystem





SteelFab 2026 Wraps Up Successfully in Sharjah, Showcasing AI-Driven Innovation and Global Industry Participation

The 21st edition of SteelFab, the Middle East and North Africa's largest exhibition dedicated to metalworking and steel fabrication, concluded on a strong note at Expo Centre Sharjah, reaffirming its status as a premier regional industry platform.

Organised by Expo Centre Sharjah with the support of the Sharjah Chamber of Commerce and Industry (SCCI), SteelFab 2026 brought together over 600 leading local and international brands, with 350 exhibitors from 35 countries. Spread across 25,000 square metres, the exhibition presented a comprehensive showcase of advanced technologies and innovations shaping the future of the steel and metalworking industries.

The event witnessed robust participation from major global steel fabrication and metal-forming companies, alongside suppliers, investors, and industry leaders from the UAE, Germany, the United Kingdom, China, Turkey, India, Taiwan, Thailand, and Egypt. Strong representation from companies with export operations spanning more than 70 countries further underlined the exhibition's global reach.

SteelFab 2026 strengthened its role as a key regional business hub by bringing iron and steel manufacturers, technology providers, and investors together under one roof. The presence of leading producers of advanced steel and metal-forming equipment opened new avenues for strategic partnerships and supported the expansion of cross-border distribution networks,

enhancing export opportunities across regional and international markets.

A major highlight of this year's edition was SteelFab becoming the first exhibition in the UAE and the wider region to adopt fully integrated, AI-powered digital exhibition technologies. This milestone reflects the UAE's accelerating industrial growth and its ability to attract high-value global investments and innovation.

The exhibition introduced AetherEx, a cutting-edge digital twin platform designed to extend exhibitor visibility beyond the physical event. The platform enables exhibitors to maintain year-round engagement with global audiences by showcasing products, services, and technical solutions through interactive virtual pavilions. By supporting continuous market presence, AetherEx also advances sustainability by reducing reliance on time-bound physical exposure.

AetherEx offers advanced smart tools that allow exhibitors to track customer sentiment, analyse buyer behaviour, and monitor engagement through a centralised dashboard. This ensures continuity of business interaction and facilitates the development of long-term commercial relationships beyond the exhibition floor. Expo Centre Sharjah is leveraging this model to strengthen global manufacturer-buyer connectivity and support the heavy industries sector's digital transformation.

Commenting on the success of the event, Saif Mohammed Al Midfa, CEO of Expo Centre Sharjah, said the Centre



We take pride in SteelFab 2026 surpassing traditional exhibition benchmarks and emerging as a future-oriented model that integrates artificial intelligence with heavy industries. This success reinforces Sharjah's position as a regional innovation hub and a strategic gateway to regional markets. The launch of AetherEx reflects our strong commitment to delivering future-ready solutions and ensuring sustainable business engagement beyond the physical exhibition floor.

takes pride in SteelFab 2026 surpassing traditional exhibition benchmarks and emerging as a future-oriented model that integrates artificial intelligence with heavy industries. He added that the exhibition's success reinforces Sharjah's position as a regional innovation hub and a strategic gateway to regional markets. The launch of AetherEx, he noted, reflects a strong commitment to future-ready solutions and sustainable business engagement.

SteelFab 2026 featured extensive live demonstrations showcasing next-generation steel production equipment, cost-efficient laser cutting systems, and AI-powered manufacturing robots designed for complex steel fabrication processes. The exhibition also displayed heavy-duty CNC machinery for oil, gas, and aerospace applications, along with advanced metal-forming equipment, press brakes, welding solutions, and laser marking technologies.

In addition, the show highlighted comprehensive automation and powder coating technologies, ranging from manual units to fully automated systems for steel and aluminium components. These included pre-treatment tunnels, curing ovens, production-floor measurement systems, and specialised manufacturing solutions for electrical cabinets and air-conditioning systems. Together, these exhibits positioned SteelFab as a fully integrated technology platform catering to diverse industrial needs while adhering to advanced sustainability standards.

Complementing the technical showcases, SteelFab 2026 hosted a series of specialised activities, including its annual welding competition, which drew skilled metalworking professionals to demonstrate precision manufacturing expertise. The exhibition also facilitated structured B2B meetings and expert-led discussions involving leading regional and international stakeholders.

These engagements resulted in several major business deals, commercial agreements, and strategic partnerships, supporting the expansion of distribution networks across GCC markets and the wider region, and reinforcing SteelFab's role as a catalyst for industrial growth and collaboration.

Saif Mohammed Al Midfa, CEO of Expo Centre Sharjah



Sri Lanka Tourism Hosts Awareness Session in New Delhi, Mumbai and Chennai to Reinforce Readiness and Strengthen India Market Engagement

The Sri Lanka Tourism Promotion Bureau (SLTPB) successfully conducted a Sri Lanka Tourism Awareness Session in New Delhi on 7 January, Mumbai on the 8 January and Chennai on the 9th January 2026, aimed at reaffirming Sri Lanka's readiness to welcome visitors and strengthening tourism ties with the Indian travel trade and media.

An Awareness Session on Sri Lanka Tourism was successfully conducted in New Delhi, aimed at informing the Indian travel trade and media on Sri Lanka's readiness to welcome visitors. The session was represented by Her Excellency Mahishini Colonne, the High Commissioner of Sri Lanka to New Delhi, Mr. Buddhika Hewawasam, Chairman, and Ms. Shirani Herath, Assistant Director of the Sri Lanka Tourism Promotion Bureau (SLTPB), Mr. Nalin Jayasundera, the President of the Sri Lanka Association of Inbound Tour Operators (SLAITO), Mr. Anura Lokuhetty, the Past President of The Hotels Association of Sri Lanka (THASL), and Mr. Fawzan Fareid, the Regional Manager – India, Bangladesh & Nepal of SriLankan Airlines. Ms. Priyanga Wickremasinghe, Consul General of Sri Lanka in Mumbai, while the Chennai session was attended by H.E. Dr. Ganesanathan Geathiswaran, Consul General of

Sri Lanka in Chennai.

The distinguished panel shared valuable insights on destination readiness, connectivity, accommodation capacity, and collaborative opportunities between Sri Lanka and the Indian travel trade. The discussion reaffirmed Sri Lanka's strong commitment to the Indian market, highlighting enhanced air connectivity, diverse tourism offerings, and close public-private sector collaboration. The interactive Q&A session further addressed trade and media queries, reinforcing confidence and strengthening partnerships to drive tourist arrivals from India.

Last year marked a significant milestone for Sri Lanka Tourism, with total tourist arrivals reaching an all-time high of 2,362,521. Notably, India also recorded its highest-ever contribution, with 531,511 arrivals, accounting for 22.3% of the total market share, reaffirming India's position as Sri Lanka's leading source market.

"Last year marked a historic milestone for tourism, recording the highest total arrivals to date. India also emerged as the largest source market, contributing the highest number of visitor arrivals during the year."

The session brought together key stakeholders from India's travel trade, tour

Last year marked a historic milestone for tourism, recording the highest total arrivals to date [2.36 million]. India also emerged as the largest source market, contributing the highest number of visitor arrivals [531,511] during the year. We are committed to engaging with our travel partners to ensure seamless, safe, and memorable experiences for all Indian travellers.

Representative, Sri Lanka Tourism Promotion Bureau (SLTPB)

operators, airlines, media representatives, and industry partners, providing an important platform to share updated information on destination readiness, connectivity, safety, and new tourism experiences available in Sri Lanka. The awareness programme featured presentations and a panel discussion led by the Sri Lankan delegation, highlighting Sri Lanka's diverse tourism offerings, including leisure, culture, wellness, adventure, wildlife, MICE, and weddings. Special emphasis was placed on seamless travel facilitation, improved air connectivity, and the country's commitment to providing safe, high-quality, and memorable travel experiences for Indian travellers.

Speaking at the session, representatives of Sri Lanka Tourism emphasized the importance of India as a key source market. They reiterated Sri Lanka's proactive approach to engaging with travel partners to provide accurate and timely information. The session also addressed recent concerns faced by travellers and outlined measures taken to ensure uninterrupted tourism services and visitor confidence.

The interactive Q&A segment enabled participants to engage directly with the Sri Lankan delegation, fostering transparency, collaboration, and stronger business partnerships between Sri Lanka and India's tourism industry. The three-city awareness session is part of a broader series of outreach programme organized by the Sri Lanka Tourism Promotion Bureau in New Delhi, Mumbai, and Chennai from 07th to 09th January 2026, aimed at reinforcing positive destination messaging and driving tourist arrivals from India.

Sri Lanka Tourism continues to work closely with its partners to position the island as a preferred year-round destination for Indian travellers, offering rich cultural heritage, natural beauty, warm hospitality, and value-driven travel experiences.

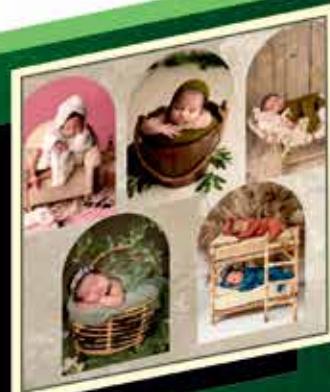
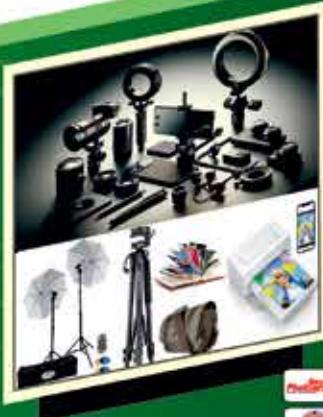
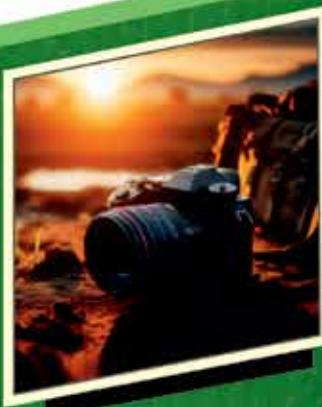


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Informa and Dubai World Trade Centre Form Landmark JV 'inD' to Lead B2B Live Events across IMEA

This move follows the initial collaboration announcement made in March 2025 and represents Informa's largest partnership globally to date. In a significant development for the global exhibitions and B2B

events industry, Informa plc and Dubai World Trade Centre (DWTC) have announced the creation of a new joint venture, "inD", combining their respective B2B Live Events businesses in the UAE and the wider IMEA region.

Under the agreement, Informa will hold a 52% majority

The launch of 'inD' marks Informa's largest global partnership to date. By combining forces with DWTC, we are bringing together over 40 market-leading brands and 1,000 professionals to create an unparalleled engine for growth in the UAE and the wider IMEA region.

stake, with the business fully consolidated and reported within the Informa Group. The new entity is expected to generate revenues exceeding USD 650 million in 2026, with adjusted operating profit margins above 30%, underscoring the scale and profitability of the venture.

The JV will oversee more than 40 major B2B event brands and a workforce of around 1,000 professionals, spanning key sectors such as Healthcare (WHX Dubai), Energy (Middle East Energy), Aviation (Dubai Airshow), Food & Beverage (Gulfood), Technology (GITEX GLOBAL), and Information Security (GISEC GLOBAL).

The launch of inD comes at a time of rapid growth in the Middle East and Africa exhibition market, with the UAE and Saudi Arabia significantly expanding venue capacities. The expansion of Dubai Exhibition Centre in 2026 will take Dubai's total exhibition capacity to over 230,000 gross sqm, further strengthening the city's position as a global exhibition hub.

WEO Deepens Engagement with India's Expanding Egg Industry

The World Egg Organisation (WEO) reinforced its engagement with India's rapidly growing egg sector by hosting a focused half-day seminar in Hyderabad, bringing together senior industry stakeholders to deliberate on market dynamics, disease management, and production strategies. The initiative highlighted WEO's ongoing commitment to supporting the sustainable development of India's egg industry through knowledge exchange and international collaboration.

The WEO India Seminar 2025 witnessed strong participation from professionals across the egg value chain. Expert-led sessions explored key issues and opportunities shaping both global and domestic egg markets, including outlooks on international trade, advancements in the control of highly pathogenic avian influenza (HPAI), and evolving feed strategies aligned with the needs of modern layer production systems.

The seminar featured a diverse



panel of speakers from the global poultry ecosystem. Insights were shared by Vitor Arantes of Hy-Line International, Uday Singh Bayas representing IPEMA and Poultry India, and Nan-Dirk Mulder of Rabobank, alongside WEO representatives Dr Olivier Espeisse and Julian Madeley. The discussions were moderated by Suresh Chitturi of Srinivasa Farms, ensuring a balanced exchange of global perspectives and local industry realities.

Beyond the formal sessions, participants actively engaged in post-presentation discussions, which continued during a networking reception and dinner. These interactions provided valuable opportunities for

industry professionals to connect, exchange experiences, and explore collaborative approaches to shared challenges. Commenting on the initiative, WEO noted that such regional engagements reflect its focus on strengthening the growth and long-term resilience of India's egg sector through structured knowledge sharing and closer global cooperation.

With rising protein consumption and a steadily expanding layer industry, India continues to emerge as a key growth market for the global egg sector. Platforms like the WEO India Seminar play a crucial role in facilitating the transfer of international expertise to local stakeholders, particularly in areas such as disease prevention, productivity enhancement, and operational efficiency. The Hyderabad seminar forms part of broader efforts by international organisations to build meaningful partnerships with emerging poultry markets, where the integration of local insights and global best practices can support sustainable and future-ready industry development.



Why Focused Exhibitions Are Redefining Business Engagement?

By Ms. Jagriti Pandey
(PhD Scholar) Project Lead - Futurex
Trade Fair and Events Pvt. Ltd.

This is not a conclusion, and it's not a prediction. It's simply an opinion shaped by what I've seen on the ground inside exhibition halls, at stalls, and during countless conversations with exhibitors and visitors. The way exhibitions are being designed and experienced is clearly changing.

Smaller, niche, and micro-exhibitions are starting to make more sense for how businesses work today. Large mega exhibitions look impressive from the outside, but once you're inside, the experience can feel chaotic. Crowded aisles, too many stalls competing for attention, and very little time to have a proper conversation. Exhibitors invest

heavily, but much of their day is spent figuring out who is serious and who is just browsing. By the time a real buyer appears, energy is already stretched thin. Focused exhibitions feel different. When an interior design or building-materials event is curated specifically for architects, interior designers, developers, and project managers, the shift is immediate. Conversations don't start with "What do you do?" They start with "What project are you working on?" Discussions move quickly into budgets, timelines, materials, and execution challenges. The room may be smaller, but the intent is clearer, and that changes everything. The same pattern shows up in woodworking and furniture exhibitions. Smaller regional shows create space for real interaction. Carpenters, furniture manufacturers, designers, and

Exhibitions are no longer about how big the event looks or how many people walk through the gate. What seems to matter more now is the quality of interaction. Focused exhibitions create space for better conversations, clearer understanding, and stronger relationships. In many ways, they simply feel more human, and that's often where better business begins.

machinery suppliers can stand together, watch live demos, touch materials, and ask practical questions. These exhibitions feel less like formal events and more like working sessions. People stay longer, engage deeper, and leave with actual clarity, not just catalogues.

Pop-up and traveling exhibition formats add another human layer by meeting people where they are. Instead of expecting buyers to travel to metro cities, brands bring short, focused showcases to regional hubs and emerging markets. This works particularly well in interiors, lighting, modular furniture, and surface materials, where preferences and price points vary widely from state to state. These formats make it easier to listen, observe, and adapt. Over time, this builds trust because interactions feel personal, not transactional. Flexibility also plays a big role. Modular stalls, adaptable layouts, and non-traditional venues like hotels, convention spaces, or industrial hubs make exhibitions easier to navigate and less exhausting. Smaller spaces naturally encourage longer conversations and spontaneous discussions, things that often disappear in large, high-traffic halls where everyone is rushing. Taking together, these observations point to a clear shift in priorities. Exhibitions are no longer about how big the event looks or how many people walk through the gate. What seems to matter more now is the quality of interaction. Focused exhibitions create space for better conversations, clearer understanding, and stronger relationships. In many ways, they simply feel more human, and that's often where better business begins.

Kochi witnesses Grand Inauguration of India International Industrial Expo

Kochi saw the grand inauguration of the India International Industrial Expo by electricity minister K. Krishnankutty reaffirming its position as the hub for the showcase of advance machineries. The minister emphasized that the government is always committed to supporting small scale industries at the household level.

IIIE is recognized as South India's largest international industrial exhibition. On the opening day itself the event saw over twenty thousand trade visitors with 500 stalls, showcasing approximately 50,000 products, including modern

automatic machinery, engineering, food, chemical, plastic, oil, gas, rubber, cashew, and agricultural products, the expo provided a platform for exhibitors from across India and abroad to showcase their cutting-edge products and services.

During the inauguration ceremony, the minister also announced a significant decision to move nano-household industries out of the industrial tariff category and include them under the domestic tariff bracket.

He also praised the state government's ability to create an industry-friendly environment by ensuring uninterrupted power supply for the last 10 years to

the industrial sector. This is in itself a remarkable achievement by the Kerala Government. He also added that a 10% discount is currently provided on electricity rates for industrial units during day time usage.

The premier industrial gathering, aimed at fostering innovation and collaboration, was organized by the Kerala State Small Industries Association (KSSIA) and Metro Mart, at the Adlux International Convention Centre, Angamaly with the cooperation of the Department of Industries and Commerce, Government of Kerala, and the Ministry of MSME, Government of India.



Messe Frankfurt Trade Fairs India signs a landmark MoU with the Department of Textiles and Guidance Tamil Nadu

In a major step towards strengthening Tamil Nadu's leadership in the global technical textiles value chain, Messe Frankfurt Trade Fairs India Pvt Ltd signed a Memorandum of Understanding with the Department of Textiles and Guidance Tamil Nadu, Government of Tamil Nadu on 25th November 2025 in Coimbatore to launch Techtextil India Summit scheduled from 26 – 27 November 2026 at CODISSIA, Coimbatore, Tamil Nadu.

The MoU formalises the launch of the Tamil Nadu edition of Techtextil India Summit, which will be held in Coimbatore every alternate year beginning 2026. The shared objective is to create a knowledge hub for exchanging expert and technical knowledge in the segment, given its vast growth potential.

Under this long-term partnership, Messe Frankfurt Trade Fairs India will anchor the next phase of growth for India's technical textiles sector by conceptualising, curating and delivering five editions of Techtextil India Summit in Tamil Nadu over the coming decades. As the country's foremost B2B exhibition on technical textiles, nonwovens and composites – and part of the globally acclaimed Techtextil brand – the collaboration brings one of the world's most influential platforms closer to India's largest textile and apparel hub.

The MoU was signed on 25th November 2025 with

the Department of Textiles and Guidance Tamil Nadu, Government of Tamil Nadu in the august presence of Thiru. M K Stalin, Honourable Chief Minister of Tamil Nadu and The TN Rising Investment Summit.

Expressing her thoughts at the ceremony, Smt R Lalitha, IAS, Director of Textiles, Department of Textiles, Government of Tamil Nadu stated: "Tamil Nadu has a well-established textile base, and this collaboration with Messe Frankfurt India will further enable the State to assume a leading position in the technical textiles sector and broaden industry linkages. With appropriate support and knowledge exchange, entrepreneurs and manufacturers can engage with advanced technical textile innovations, adopt global best practices, and reinforce Tamil Nadu's standing as a hub for high-value, cutting-edge functional textile solutions.

Reflecting on the occasion, Mr Winston Pereira, Executive Director, Messe Frankfurt Trade Fairs India Pvt Ltd remarked: "We are truly honoured that the Department of Textiles, Government of Tamil Nadu, has granted us the opportunity to contribute to the State's technical textiles growth journey. It is equally encouraging to witness the State's proactive efforts in building a strong foundation for technical textiles through supportive schemes and infrastructure development. We are confident that, with the right knowledge and global

Tamil Nadu has a well-established textile base, and this collaboration with Messe Frankfurt India will further enable the State to assume a leading position in the technical textiles sector... With appropriate support and knowledge exchange, entrepreneurs and manufacturers can engage with advanced technical textile innovations and reinforce Tamil Nadu's standing as a hub for high-value, cutting-edge functional textile solutions.

**Smt. R Lalitha,
IAS, Director
of Textiles,
Government of
Tamil Nadu**

linkages, this dynamic State can evolve from its established strengths in spinning and knitwear into high-value technical textiles, thereby creating a robust pipeline for future investments. Introducing our globally recognised brand, Techtextil, in Coimbatore will position Tamil Nadu as a focal point for global industry dialogue. We are immensely proud of this milestone and look forward to working closely with the Department of Textiles, Government of Tamil Nadu, and Guidance Tamil Nadu to further drive industry participation."

With the state's policy-level support, the initiative is expected to strengthen industry-academia linkages, attract international stakeholders, unlock new opportunities for Micro, Small and Medium Enterprises (MSMEs) and advance Tamil Nadu's leadership in the high-growth technical textiles segment. The first two editions of the show will be hosted in a high-level confex format in Coimbatore, Tamil Nadu, setting the foundation for a full-scale trade fair from the third edition.

The Coimbatore edition of Techtextil India Summit will not only provide a global platform for innovation and collaboration but also receive strong policy-level support from the Government of Tamil Nadu. The initiative aims to engage key textile stakeholders across the State including MSMEs, research institutions, universities and sectoral agencies such as SIDCO, TIDCO, TANSIDCO, SITRA, PSG Tech, and Anna University.

Techtextil India and Techtextil India Summit are a part of Messe Frankfurt's Texpertise Network which covers the entire textile value chain, right from research, development, yarns, fabrics, clothing, fashion, contract manufacturing, home and household textiles to technical textiles, processing and cleaning technologies, while simultaneously connecting over 500,000 industry participants worldwide through trade fairs, networks and news formats. With more than 60 international textile trade fairs in 13 countries, Messe Frankfurt is the global market leader for textile trade fairs.

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Indusfood Expo Sets New Benchmark with its Biggest Edition Yet

Indusfood Expo, India's biggest convergence of the F&B Industry took place from 8th to 10th of January 2026 setting a new benchmark as one of the most successful editions yet. This edition is said to be the biggest with 120,000 sqm area covered. The exhibition saw international participation from different countries like China, Egypt, Vietnam, Palestine, South Africa and Greece.

The leading exhibition was inaugurated by Shri Chirag Paswan, Minister of Food Processing Industries, Government of India at Expo Mart, Greater Noida. Shri Abhishek Dev, Chairman APEDA, Mr. Mohit Singla, Chairman, Trade Promotion Council of India, Mr. Jens Wolfgang Michel, CEO, Abu Dhabi Food Hub (KEZAD), Mr. Ashish Kumar Agrawal, Managing Director of Bhikharam Chandmal, etc. were present on the occasion

besides industry leaders, buyers, exhibitors and members of the global F&B ecosystem.

Delivering his inaugural address, Shri Paswan said, "I am here to support and motivate you all. The mere fact that Government of India has a separate Ministry for the food processing sector underlines the importance accorded to the sector. We are trying to be bridge between the government and industry." Minister congratulated TPCI for organizing the 9th successful edition of Indusfood and providing big platform to the industry. He also said that National Institute of Food Technology Entrepreneurship and Management scope will be extended to cover more states.

During his address, the Minister urged global and domestic brands to establish their R&D centres in India, highlighting the country's vast diversity and strong potential to introduce innovative food

I am here to support and motivate you all. The mere fact that Government of India has a separate Ministry for the food processing sector underlines the importance accorded to the sector. We are trying to be the bridge between the government and industry

**Chirag Paswan,
Minister of
Food Processing
Industries, Govt.
of India**

varieties to the global marketplace. In line with this vision, the Agricultural and Processed Food Products Export Development Authority (APEDA) has launched a new initiative to support agri-food and agri-tech startups, with the objective of fostering innovation and creating fresh export opportunities for young entrepreneurs.

APEDA Chairman Shri Abhishek Dev stated that the initiative, BHARATI—short for Bharat's Hub for Agritech, Resilience, Advancement and Incubation for Export Enablement—has been conceptualised to strengthen and empower startups across the agri sector.

About International participation, Chinese food companies made their mark at the event with the biggest foreign presence at Indus Food exhibition. They introduced variety of products such as canned mushrooms to chickpeas to instant noodles. These food products are set to enter the Indian market. One of the highlights of the products of the Chinese companies was the live demonstration of ramen by Jinmailang food as it saw huge visitors at its stall.

The expo brought together global companies to showcase their products whether it was the canned food products or traditional Chinese medicine products. It also showcased products from different countries like the Greece based Danais SA showcased canned peaches and apricots, Brazil presented cachaça, a distilled spirit made from fermented sugarcane juice, the Palestine stall presented the world famous baklava and kunafa under the Mahroum brand while Egypt's Zahrat El Wady showcased pickles and olives.

Major Initiatives Announced at Intext Expo Ludhiana 2026

The recently concluded Intex Expo 2026 at Ludhiana Exhibition Centre, Sahnewal where leading companies and stalwarts participated was more than a show. The show brought together more than 250 companies, industry professionals and government officials together to launch new initiatives. The expo showcased advanced construction materials, technologies and finished products.

One of the prominent guests were Punjab Cabinet Minister Sanjeev Arora, along with Director, Town and Village

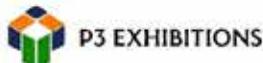
Planning Department, Punjab, Neeru Katyal Gupta, Pankaj Bawa, Chairman, Punjab Chapter. While inaugurating the show the ministers also launched 'Saanjh 2.0' programme.

Addressing the gathering, the Minister said that such exhibitions significantly benefit Punjab's industry by facilitating technology exchange and knowledge sharing. He stated that Punjab is witnessing a strong investment momentum, adding that investment in the State has doubled, and more major investments are expected in the next three months.

He highlighted that Punjab has recently been recognised by the Government of India as a Top Performer in the Startup Ecosystem, and earlier received national recognition for Ease of Doing Business, reflecting the State's robust and investor-friendly industrial environment.

The conference saw participation from senior town planners, district town planners, architects and professionals from across Punjab. Two parallel exhibitions titled "Pachan" and "Amanat" showcased over 250 high-quality professional entries, which were widely appreciated.

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FAN EXPO Hyderabad 2026 Unites the Complete Fan & Fan Technology Ecosystem under One Roof

FAN EXPO Hyderabad 2026, the world's only B2B exhibition exclusively dedicated to the fan and air-movement technology industry, is set to redefine the future of the sector with the official support of the Indian Fan Manufacturers Association (IFMA) as Industry Partner.

With IFMA's strong backing, FAN EXPO gains unmatched industry credibility and authority, positioning the exhibition not just as a trade show, but as a unified national platform representing the collective strength of India's fan manufacturing ecosystem.

Further strengthening this leadership foundation, Havells India Ltd. has joined as Title Sponsor, while Orient Electric has confirmed its participation as Platinum Sponsor, creating a powerful industry alliance that reflects trust, innovation, and long-term vision.

Together, IFMA, Havells, and Orient establish FAN EXPO Hyderabad 2026 as the most credible, authoritative, and future-focused platform ever created for the fan industry in India.

A Complete Ecosystem of Fan & Fan Technology

FAN EXPO Hyderabad 2026 is designed as a complete ecosystem exhibition, bringing not only leading fan brands, but also the entire supply chain and technology backbone onto one integrated platform.

Visitors will experience strong participation from:

- Fan component manufacturers
- Motor and controller technology providers
- PCB, electronics and IoT solution companies
- Blade, housing, bearing and insulation suppliers
- Testing, automation and manufacturing system providers
- OEM and ODM partners

This makes FAN EXPO the only exhibition where the entire fan value chain – from raw material to finished product – can be explored under one roof.

Strong Industry Partnerships Strengthen the Platform Adding further depth to the ecosystem, FAN EXPO Hyderabad 2026 is supported by leading industry partners:

- Virgo Aluminium – Exclusive Aluminium Partner
- Uttam Strips Ltd. – Stamping Partner
- Raj Cooling System Pvt. Ltd. – Ventilation Partner

These partnerships ensure that visitors and exhibitors gain direct access to critical materials, technologies, and manufacturing expertise essential to modern fan production.

Why Hyderabad

Hyderabad has rapidly emerged as a hub for real estate, infrastructure, IT parks, data centers, logistics and

With the official support of the Indian Fan Manufacturers Association (IFMA) and industry giants like Havells and Orient Electric, FAN EXPO Hyderabad 2026 has established itself as the most credible and authoritative platform for the sector. We are not just hosting a trade show; we are presenting a unified national ecosystem – from raw materials and IoT solutions to finished products – aligned with India's vision to become a global hub for smart, sustainable fan manufacturing.

Organizing Committee, FAN EXPO Hyderabad 2026

manufacturing. These sectors are driving massive demand for advanced, energy-efficient air movement solutions.

South India also hosts a growing cluster of fan manufacturers and component suppliers, making Hyderabad the perfect convergence point for the industry.

FAN EXPO Hyderabad 2026 will be held from 12–14 February 2026 at HITEC Exhibition Centre, Hyderabad, offering excellent connectivity and business accessibility.

What Visitors Will Discover The exhibition will showcase:

- Ceiling, decorative, BLDC, HVLS, industrial and exhaust fans
- Motors, controllers, PCBs, blades, stampings and housings
- Smart controls, IoT integration and automation
- Air coolers and ventilation solutions
- OEM, ODM and contract manufacturing services

The event is curated for architects, interior designers, real estate developers, consultants, distributors, retailers, manufacturers, procurement teams and R&D professionals.

More Than an Exhibition

With IFMA's advisory support, FAN EXPO Hyderabad 2026 will also feature industry interactions, knowledge sessions, and strategic networking, transforming the exhibition into a true industry growth platform.

Aligned with Make in India and national energy-efficiency goals, FAN EXPO supports India's vision to become a global hub for smart, sustainable fan manufacturing.

Join the Industry Movement

With IFMA as Industry Partner, Havells as Title Sponsor, Orient as Platinum Sponsor, and a complete ecosystem of technology and component leaders on the floor, FAN EXPO Hyderabad 2026 stands as the most comprehensive, credible, and business-driven exhibition for the fan industry.

- FAN EXPO is where the industry connects.
- FAN EXPO is where innovation meets opportunity.
- FAN EXPO is where the future of air movement begins.

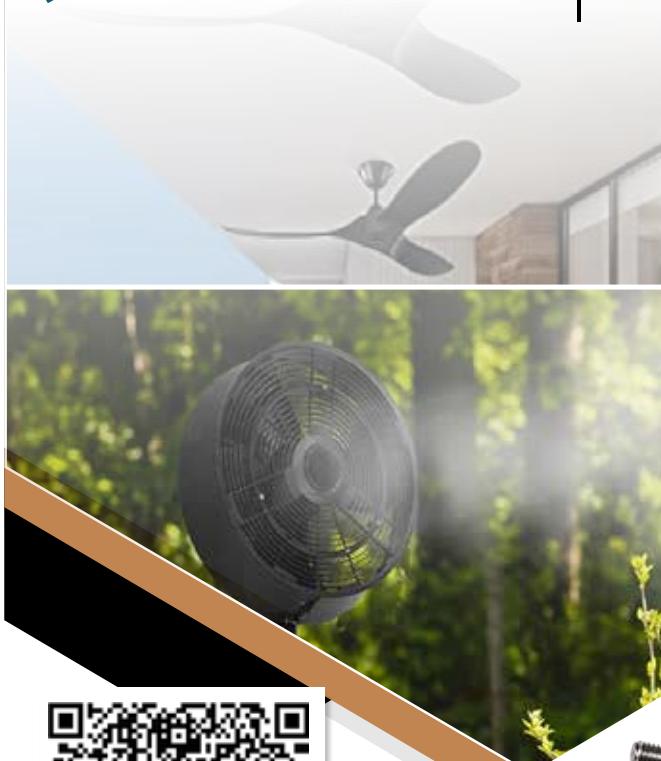


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IIJS Bharat – Signature 2026 Opens Global Jewellery Business Year, Reinforcing India's Leadership in Gems and Jewellery

India once again asserted its central role in the global gems and jewellery ecosystem with the inauguration of the 18th edition of IIJS Bharat – Signature 2026, organised by the Gem & Jewellery Export Promotion Council (GJEPC) at the Jio World Convention Centre (JWCC), Mumbai.

Recognised as the first and most influential B2B jewellery trade exhibition of the year, IIJS Bharat – Signature 2026 brings together the complete global value chain at a critical juncture when market sentiment, sourcing priorities, and strategic direction for the year ahead are being shaped.

The inauguration ceremony was attended by Chief Guest Sandrine Conseiller, CEO, De Beers Brands and Chair, Natural Diamond Council, along with Guests of Honour Harsha Bangari, Managing Director, EXIM Bank, and Saumen Bhaumik, Managing Director, CaratLane. The event was held in the presence of Kirit Bhansali, Chairman, GJEPC; Shaunak Parikh, Vice Chairman and Convener, National Exhibitions, GJEPC; and Sabyasachi Ray, Executive Director, GJEPC, alongside members of the Committee of Administration, exhibitors, buyers, and key stakeholders from across the global jewellery industry.

Covering over 1.25 lakh square metres, the exhibition hosted more than 1,600

exhibitors across 3,300-plus stalls and welcomed over 25,000 trade buyers from 800 Indian cities. International participation included 1,400 buyers from 40 countries and 12 international buyer delegations.

In her address, Chief Guest Sandrine Conseiller noted that India remains central to the future of the jewellery industry. She highlighted India's journey from being the birthplace of the diamond story to emerging as one of the fastest-growing jewellery markets globally, adding that platforms like IIJS Signature play a vital role in strengthening trust, partnerships, and confidence across the global ecosystem.

Kirit Bhansali, Chairman, GJEPC, described IIJS Bharat – Signature as a reflection of the Indian gem and jewellery industry's confidence, resilience, and global preparedness. He emphasised that India stands at the intersection of transparency, trust, and opportunity, a narrative brought to life through IIJS.

He further underlined that in 2026, India will assume the Kimberley Process Chairmanship for the third time, reinforcing global confidence in the country's leadership and commitment to ethical trade. With the sector targeting USD 100 billion in exports by 2047, growth will be driven by Free Trade Agreements, government support, diversification,



India remains central to the future of the jewellery industry. Platforms like IIJS Signature play a vital role in strengthening trust, partnerships, and confidence across the global ecosystem.

Sandrine Conseiller, CEO, De Beers Brands

manufacturing and technology innovation, and retail expansion—anchored in transparency and consumer trust.

Highlighting the importance of financial and infrastructural support, Harsha Bangari, Managing Director, EXIM Bank, stated that strengthening infrastructure, improving access to finance, addressing skill and technology gaps, and easing trade bottlenecks are essential for export clusters to unlock their full potential.

Saumen Bhaumik, Managing Director, CaratLane, stressed the need for sustained investment in skills and craftsmanship, noting that as the industry expands, skilled artisans will become increasingly critical. He emphasised that prioritising artisans is not only socially responsible but also essential for long-term business success.

Inspired by India's diverse art forms and aligned with the overarching "Brilliant Bharat" theme, the dedicated Crafts Pavilion at IIJS Bharat – Signature 2026 celebrates the country's jewellery heritage through curated exhibits and live demonstrations by National Award-winning artisans. The pavilion highlights GI-tagged traditions such as Thewa, Banarasi Meenakari, Cuttack silver filigree, and distinctive silver crafts from the Hupari cluster.

The exhibition also features Select CLUB, a curated luxury segment at JWCC showcasing high-end couture and fine jewellery from 107 select companies, along with Innov8 Talks & Symposium Knowledge Forums addressing key topics including the future of natural diamonds, Free Trade Agreements, lab-grown diamond technology, ease of doing business, and the role of AI in the jewellery sector by 2030.

Aligned with GJEPC's One Earth sustainability initiative, IIJS Bharat – Signature 2026 continues its commitment to responsible exhibitions, including the elimination of over 600,000 single-use plastic water bottles at the Bombay Exhibition Centre and the adoption of wider eco-conscious practices.

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Odisha Hosts the 4th Mining & Infrastructure International Expo 2026

Odisha once again reaffirmed its leadership in India's mining and infrastructure sectors with the successful hosting of the 4th Odisha Mining & Infrastructure International Expo 2026 at Baramunda Ground, Bhubaneswar. Organised by Futurex Trade Fair and Events Pvt. Ltd., in association with Laghu Udyog Bharti, Odisha Chamber of Commerce, and IPICOL, the four-day mega event emerged as one of the largest and most impactful industrial exhibitions in Eastern India.

Grand Inauguration

The Expo was inaugurated by Shri Gokulananda Mallik, Hon'ble Minister of MSME, Government of Odisha, in the august presence of Shri Hemant Sharma, IAS, Additional Chief Secretary, Government of Odisha, Shri Prithviraj Harichandan, Hon'ble Minister of Law, Works & Excise, and several eminent dignitaries from government, industry, and media.

Speaking at the inauguration, Shri Gokulananda Mallik said that hosting an expo of this scale in Bhubaneswar reflects Odisha's growing prominence as a hub for mining, manufacturing, and infrastructure development. He highlighted the importance of such platforms in fostering technology exchange, industry collaboration, and sustainable mineral development.

Global Participation and Industry Scale

Spread across over 30,000 square metres, the Expo

witnessed participation from more than 250–300 companies and attracted an estimated 20,000 visitors over four days. Exhibitors showcased cutting-edge mining machinery, automation systems, digital solutions, infrastructure technologies, and allied services.

International participation from Russia, Germany, Japan, Korea, China, and Taiwan added a strong global flavor to the exhibition, creating new avenues for technology transfer and cross-border collaboration. Leading exhibitors included Tata Hitachi, JCB, Propel, Vedanta, IREL, KCC, HP, MR Crusher, Ocean Conveyors, Equipage, Saksham Casting, UTKAL AGRO International, and many others.

Mining, Sustainability, and the Future

During his visit to the Expo, Shri Hemant Sharma, IAS, emphasized that "mining remains the mother industry of Odisha", underlining the government's focus on sustainable, safe, and technology-driven mining practices. He noted that Odisha is accelerating towards inclusive growth, with mining and infrastructure playing a pivotal role in employment generation and industrial expansion.

Dr. Tapan Kumar Chand, Former CMD, NALCO and Chairman of the Organising Committee, stated that the Expo has now reached global benchmarks. He reiterated the organisers' commitment to promoting net-zero initiatives, eco-friendly technologies, and pollution-free mining, while positioning Odisha as a future



Mining remains the mother industry of Odisha. We are accelerating towards inclusive growth with a strict focus on sustainable, safe, and technology-driven mining practices. Events like this underscore the pivotal role mining and infrastructure play in employment generation and industrial expansion across the state.

Hemant Sharma, IAS, Additional Chief Secretary, Government of Odisha

hub for mining equipment manufacturing.

Rare Earths Take Centre Stage

A key highlight of the closing ceremony was the announcement that, from the next edition, a dedicated "Rare Earth Show" will be organised alongside the Expo. Industry leaders highlighted Odisha's vast rare earth mineral potential and its strategic importance in clean energy, advanced manufacturing, and critical technologies.

Shri Sarada Bhusan Mohanty, CMD, IREL, stressed that responsible extraction and value addition of rare earth minerals can significantly boost Odisha's economy and support India's clean energy transition.

Valedictory Ceremony and Awards

The valedictory ceremony was graced by Shri Hemant Sharma, IAS, Shri S. R. Samal, MD, KCC, Shri Dipti Ranjan Patnaik, Shri Sarada Bhusan Mohanty, Shri Siddhanta Mohapatra, MLA, and renowned actor Shri Sabyasachi Mishra, among others. Awards were presented to distinguished individuals and organisations for their outstanding contributions to industry and society, recognising excellence, leadership, and innovation.

A Milestone for Odisha

Concluding on a high note, the 4th Odisha Mining & Infrastructure International Expo 2026 successfully strengthened Odisha's image as a preferred destination for mining, infrastructure investment, and sustainable industrial growth. The event fostered collaboration between policymakers, industry leaders, entrepreneurs, and global technology providers—laying a strong foundation for future editions.

About Futurex Trade Fair and Events Pvt. Ltd.

Futurex Trade Fair and Events Pvt. Ltd. is a leading exhibition organiser, known for creating high-impact business platforms through trade fairs, seminars, and industry-focused events. With a strong emphasis on professionalism, sustainability, and global outreach, Futurex continues to connect manufacturers, buyers, and policymakers, driving growth through meaningful collaboration.



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SALES STRATEGY (NOT SPRAY AND PRAY) WHAT'S THAT AND WHY DO WE NEED IT?

There is an old expression and cliché called the “Spray & Pray” approach, which is essentially where you target everyone in a potential demographic(largely by email) in the vain attempt to “hook some prospects” to ultimately get you sales. There is no finesse to this approach as you blanket email everyone, little or no personalisation and just hope it works. This is also the approach adopted by “spammers and scammers” online to attract unsuspecting “victims.” Let’s be very clear and honest, this approach sometimes works for them and it does in the day to day sales environment too but this does not make it a good or right approach. People who tend to buy from this approach soon realise that the salesperson doesn’t care about them and just wants to make a sale. This is absolutely NOT a good approach.

When you are running a credible and sustainable business, you need to have a proper and good strategy for what, who and when you are offering to your client.

This short article looks at the key elements of your sales strategy and gives you some insight into what actually works. If you are looking for a “quick fix” for your sales planning, this is not it and is meant as a guide as every business has different objectives for what they are trying to achieve. These pointers are merely there to guide you to a brighter and better way of doing things.

- It’s essentially the difference between having a strategy and the “spray and pray” approach.
- So how and what should we look at in our sales strategy?
- Well essentially we need to look at the 4 Ps...

Potentials

Who are we targeting our products at? If we don’t know who our ideal clients are then we minimise the chances of getting to them. When you play darts, you(mostly!) aim for the treble 20 or bullseye as this gives you the highest return. In sales, it’s no different, the key to being successful is



By Stephan Murtagh,
The Exhibition Guy
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not ringing or meeting the most people, it’s meeting the right people. So the first part of your strategy is to narrow down on and drill into who are your ideal clients. Get a piece of paper out and write down who and what is your ideal client and start there. Why are you targeting these people? How come they make most sense for your business and more importantly, why does your business make sense for them. In this day and age it’s much easier to identify your ideal clients

by doing some simple research on your target market(LinkedIn is great for this) So rather than target 150 companies, target 20 companies but make them more relevant ones.

Strategy 1 – Do your research Product

So now that you know your client base you need to consider how your product fits into their business and essentially why it makes sense for them. What’s your USP and why should they care? Does it make them money, save them money, save them time or what other advantage has your product that will make them interested and desire your product? For me, I do something pretty simple before every call or meeting. I simply write down 3 reasons on a piece of paper as to why what I am offering makes sense to them. It’s really effective and focuses the mind and confidence for the meeting ahead. If you struggle to know what these are yourself, how can you persuade your client? This approach also makes you more prepared and professional.

Strategy 2 – Know your why by writing it down.

Promotion

In this day and age of multiple sales platforms, social media, networking groups and all the other

promotional channels, it’s easy to get distracted by trying to do too much. The old expression “Jack of All Trades” rings true. I work with clients who try and do 10-15 social media channels and invariably have little success. It’s not good trying to do them all and nor should you be. It’s about

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picking the right channels where your clients “live” and targeting these ones. By freeing up the mind you are giving yourself the headspace to be able to craft your message correctly and more effectively. I get 95% of my business from LinkedIn so spend most of my time there. However I know

if I ignore the other channels, I’m leaving something on the table. For me it’s about being exceptional at one social media channel(LinkedIn) be reasonably good at another(Twitter) and be working on one more(Instagram) - Where’s Facebook I hear you say...aside from disliking FB with a passion, it’s just not somewhere my clients live...I have tried it and invested money in it but it was a complete disaster. If you are going to invest your hard earned money into something then make sure it’s the right thing.

Strategy 3 – Be selective where you target your promotion. Presentation

In this day and age, less is more when it comes to presentations and with clients being far more time poor these days, it’s all about relevance and solving problems. Thankfully the days of big long PowerPoint presentations is becoming less impressive. In fact some big companies such as Google are actually banning PowerPoint from meetings. Not so sure I would totally agree as PP has its place and it’s more about how you use it, not if you do. In today’s selling, it’s more about what the client needs and not what we offer. It’s about solving problems... so we as sales people need to build solving not selling onto our presentations.

Strategy 4 – Build Solving into your Presentations

As a business, we work with companies every day on the whole area of sales strategy and sales planning and what is really obvious is that the ones who have a real strategy have a far higher success rate than those who don’t and build strong and sustainable businesses.

If you don’t have a sales strategy, don’t worry you are far from alone but you will be alone if you

keep it that way...

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Event Manager's Horoscope

■ Aries (Mar 21 – Apr 19)

Career : High energy helps you push through packed calendars and overlapping events. Expect faster approvals and green lights.



Finance :

Strong sponsor interest boosts cash flow and margins.

Watch overtime costs.

Relationships : New collaborations with agencies and venues. Your assertive style wins respect.

Tip : Don't ignore small vendors they'll be key to smoother execution.

■ Taurus (Apr 20 – May 20)

Career : Slow but steady progress on long-lead events. Strategic planning pays off later in the year.



Finance :

Budgets remain tight; prefer cost-effective designs and

partnerships.

Relationships : Avoid stubborn standoffs over creative differences – compromise benefits all.

Tip : Finalize contracts early to avoid escalation in prices.

■ Gemini (May 21 – Jun 20)

Career : Busy season picks up; multiple RFPs arrive simultaneously. Excellent month for pitching ideas.



Finance :

Good returns from tech-driven experiences (AR/VR, digital activations).

Relationships : Networking peaks – new contacts at business mixers and trade meets.

Tip : Delegate; micro-management slows you down.

■ Cancer (Jun 21 – Jul 22)

Career : Creative fatigue may slow you down – pace yourself to avoid burnout.



Finance :

Sudden last-minute venue changes may push budgets.

Relationships : Clients appreciate your empathy; strengthens long-

term retention.

Tip : Revisit timelines realistically before saying "yes."

■ Leo (Jul 23 – Aug 22)

Career : Spotlight month! Your presentations and pitches stand out, attracting premium projects.



Finance :

Showcase events may increase costs but bring returns through branding.

Relationships : Expect attention from new industry circles; influential introductions.

Tip : Use your visibility wisely – negotiate from strength.

■ Virgo (Aug 23 – Sep 22)

Career : Detailed planning saves a complicated multi-city show.



Finance :

Smart negotiations with logistics vendors reduce overheads.

Relationships : Partners may seek more flexibility; avoid being overly critical.

Tip : Build buffers – one delay can ripple across schedules.

■ Libra (Sep 23 – Oct 22)

Career : Creative balance is strong – perfect month for design-forward or experiential events.



Finance :

Sponsorships strengthen mid-month; retainers renew smoothly.

Relationships : A charming conversation opens doors to elite venues.

Tip : Say "no" to scope creep early.

■ Scorpio (Oct 23 – Nov 21)

Career : Competitive instincts peak – you win pitches others thought impossible.



Finance :

Big-ticket events bring hefty revenue but require tight control.

Relationships :

Power networking – strong alliances with decision-makers.

Tip : Confidential information stays confidential – trust attracts clients.

■ Sagittarius (Nov 22 – Dec 21)

Career : Travel-heavy month

- expos, recce visits and overseas conferences.

Finance :

Gains through cross-border tie-ups or international exhibitors.

Relationships :

Energetic interactions help you connect with dynamic entrepreneurs.

Tip : Keep documents organized for faster approvals abroad.

■ Capricorn (Dec 22 – Jan 19)

Career : Discipline shines; large events run with clockwork precision.

Finance :

Excellent month for financial negotiations and early-bird contracts.

Relationships :

Bond strengthens with loyal clients who value reliability.

Tip : Don't hesitate to ask for performance bonuses or better terms.

■ Aquarius (Jan 20 – Feb 18)

Career : Innovation leads – immersive formats,

sustainability, and tech-first planning.

Finance :

Gains through unconventional sponsorship categories.

Relationships :

Creative partners gravitate toward you; brainstorms spark new IP ideas.

Tip : Document IP and frameworks for future licensing.

■ Pisces (Feb 19 – Mar 20)

Career : Intuition guides production decisions; adaptable under shifting timelines.

Finance :

Expenses fluid; monitor hospitality & décor inflation.

Relationships :

Emotional intelligence helps circumvent conflict with clients.

Tip : Trust your gut but support it with clear estimates.



Odisha Positions Itself at the Centre of Eastern India's Clean Energy Transition

Odisha is set to strengthen its clean energy ambitions with the Odisha Cleantech Global Expo, scheduled to be held on February 12–13, 2026, in Bhubaneswar. The exhibition will bring together industry leaders, policymakers, investors, and technology providers focused on clean energy solutions and sustainable mobility. Marking the first large-scale cleantech exhibition in Eastern India, the event has already confirmed participation from companies based in Australia, Germany, France, the United States, and India.

The expo comes at a time when the state is accelerating its transition towards renewable energy. Chief Minister Mohan Charan Majhi has recently outlined Odisha's vision to emerge as India's green energy

hub by 2036, in line with the state's renewable energy target of 10 GW and its broader efforts to strengthen the clean energy supply chain.

Organisers anticipate participation from over 10,000 business visitors across Odisha and neighbouring states, along with around 1,000 conference delegates. A strong exhibitor lineup is expected, with companies such as Saatvik Green Energy, Navitas, Australian Premium Solar, Gautam Solar, Eastman, and Diode EV confirming their presence.

The Odisha Cleantech Global Expo will feature dedicated pavilions covering key segments including battery energy storage, electric vehicles and charging infrastructure, solar technologies, green hydrogen, and smart grid solutions. The event programme will include



With increasing focus from both central and state governments, Eastern India has positioned itself as an emerging market for global clean energy companies. The Odisha Cleantech Global Expo will serve as a vital launchpad for new products, strategic partnerships, and market entry strategies across the region.

Debi Prasad Dash,
Executive Director,
NetZero Energy Transition Association (NETRA)

the Clean Energy Leadership Conference, professional workshops, leadership roundtables, and structured business-to-business networking sessions.

According to Debi Prasad Dash, Executive Director of the NetZero Energy Transition Association (NETRA), increasing focus from both central and state governments has positioned Eastern India as an emerging market for global clean energy companies. The expo is expected to serve as a launchpad for new products, partnerships, and market entry strategies.

Support for the event is being extended by the Odisha Cleantech Association, a recently formed body with over 50 industry members. The association is working towards advancing renewable energy adoption, circular economy initiatives, and electric mobility across the state.

Several national and regional organisations are associated with the expo, including the National Solar Energy Federation of India, Energy Efficiency Services Limited, Bhubaneswar City Knowledge Innovation Cluster, and the India Association of Energy Management Professionals. With a clear focus on the Eastern India market covering Odisha, Andhra Pradesh, West Bengal, Bihar, Chhattisgarh, and Jharkhand, the expo aligns with Odisha's exploration of advanced technologies such as tidal energy, agro-photovoltaics, floating solar, and battery energy storage systems aimed at modernising the power grid and supporting long-term sustainability.

New Delhi World Book Fair Draws over Two Million Visitors, Reinforces India's Reading Culture

The recently concluded New Delhi World Book Fair once again reaffirmed its position as one of the world's most vibrant literary gatherings, attracting over two million visitors over nine days. The overwhelming turnout, dominated by young readers, decisively dispelled the popular notion that Gen Z is disengaged from books and overly dependent on digital screens.

Contrary to this perception, a significant share of visitors comprised Gen Z readers who actively explored stalls, engaged with authors, and made strong book purchases across genres. The

fair witnessed robust sales throughout its duration, with publishers reporting a sharp surge in purchases on the concluding day. Several book launches also took place on the final day, adding to the fair's energetic close.

The event provided a notable platform for young and emerging authors, many of whom interacted directly with readers and industry stakeholders. Their presence underscored the evolving literary ecosystem in India, where fresh voices are finding both readership and commercial success.

International participation remained a key highlight of the fair. Over 50 countries

took part, with Qatar as the Guest of Honour and Spain as the Focus Country. The fair hosted more than 1,000 book publishers from over 35 countries and featured upwards of 600 curated events, including panel discussions, readings, workshops, and cultural programmes. Books were available in more than 30 languages, reflecting the diversity and global reach of the event.

The National Book Trust (NBT), the organiser of the fair, also recognised innovation and creativity by awarding appreciation certificates to publishers for their distinctive and engaging stall designs.

Event Calendar FEBRUARY 2026

IIIF - India International Leather Fair 2026 Date : 1-3 FEB, 2026 Venue : Chennai Trade Centre Organiser : India Trade Promotion Organisation (ITPO)	IEEE/IEIE ICCE-Asia 2026 Date : 3-5 FEB, 2026 Venue : Dubai Organiser : IEEE Advancing Technology For Humanity	Chemtech World Expo 2026 Date : 3-6 FEB, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : JASUBHAI MEDIA PVT. LTD.	Breakbulk Middle East 2026 Date : 4-5 FEB, 2025 Venue : Dubai World Trade Centre Organiser : Breakbulk Events & Media	Envirotech Asia 2026 Date : 4-6 FEB, 2026 Venue : CIDCO Organiser : RADECAL COMMUNICATIONS
SMART LIFT & MOBILITY WORLD 2026 Date : 5-7 FEB, 2026 Venue : BENGALORE INTERNATIONAL EXHIBITION CENTRE Organiser : Virgo Communications and Exhibitions Pvt. Ltd.	PLASTINDIA 2026 Date : 5-10 FEB 2026 Venue : BHARAT MANDAPAM Organiser : Plastindia Foundation	LogiMAT India 2026 Date : 5-7 FEB, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : Messe Stuttgart India Pvt. Ltd.	OTM - Outbound Travel Mart 2026 Date : 5-7 FEB, 2026 Venue : JIO WORLD CONVENTION CENTRE Organiser : Fairfest Media Limited	ACMA Automechanika New Delhi 2026 Date : 5-7 FEB, 2026 Venue : Yashobhoomi Organiser : MESSE FRANKFURT
Apparel Sourcing Fair - Bengaluru 2026 Date : 6-8 FEB, 2026 Venue : KTPO Organiser : S S TEXTILE MEDIA PRIVATE LIMITED	INDIA ART FAIR 2026 Date : 5-8 FEB, 2026 Venue : NSIC Exhibition Complex Organiser : The Art Assembly	24th MAHATech-Pune 2026 Date : 5-8 FEB, 2026 Venue : New Agriculture College Ground, Pune Organiser : Maharashtra Industries Directory	India Stonemart 2026 Date : 5-8 FEB, 2026 Venue : Jaipur Exhibition & Convention Centre Organiser : Centre for Development of Stones (CDOS)	IREX Residency & Citizenship Conclave - Dubai 2026 Date : 7-8 FEB, 2026 Venue : Anantara Downtown Organiser : Global Media Network
Professional Beauty India - Kochi 2026 Date : 9-10 FEB, 2026 Venue : Rajiv Gandhi Indoor Stadium, Kochi Organiser : IDEX EVENTS PRIVATE LIMITED	INDEXPLUS 2026 Bangalore Date : 6-8 FEB, 2026 Venue : BANGALORE INTERNATIONAL EXHIBITION CENTRE Organiser : NurnbergMesse India Pvt. Ltd.	Sugandh India Expo 2026 Date : 6-8 FEB, 2026 Venue : Biswa Bangla Mela Prangan, Kolkata Organiser : Anas Communication Private Limited	GrainEx India 2026 Date : 6-8 FEB, 2026 Venue : Shri Swaminarayan Mandir Parisar Ground, Indore Organiser : ADAMAS EVENT PRIVATE LIMITED	Famdent Show Hyderabad 2026 Date : 7-8 FEB, 2026 Venue : HITEX EXHIBITION CENTRE, HYDERABAD Organiser : Messe Dusseldorf India Pvt. Ltd.
DEAL - Dubai Entertainment Amusement & Leisure Show 2026 Date : 10-12 FEB, 2026 Venue : Dubai World Trade Centre Organiser : International Expo-Consults LLC	IFEX India 2026 Date : 12-14 FEB, 2026 Venue : Bombay Exhibition Centre Organiser : The Institute of Indian Foundrymen	World Seafood Congress (WSC) 2026 Date : 9-11 FEB, 2026 Venue : Chennai Trade Centre Complex Organiser : PDA Ventures Pvt. Ltd	World Health Expo 2026 Date : 9-12 FEB, 2026 Venue : Dubai Exhibition Centre, Dubai Organiser : Informa Markets	GAISA-Global Artificial Intelligence Summit 2026 Date : 11 FEB, 2026 Venue : Bharat Mandapam Organiser : AICRA - All India Council For Robotics And Automation
SVUM 2026 INTERNATIONAL TRADE SHOW Date : 11-13 FEB, 2026 Venue : AMC Plot, Ahmedabad Organiser : PRATHAM INTERNATIONAL TRADE AND FAIRS PRIVATE LIMITED	iFX EXPO - Dubai 2026 Date : 10-12 FEB, 2026 Venue : Dubai World Trade Centre Organiser : Conversion Pros	Kolkata International Poultry Fair 2026 Date : 10-13 FEB, 2026 Venue : Biswa Bangla Mela Prangan, Kolkata Organiser : WBPF	World Health Expo Labs 2026 Date : 10-13 FEB, 2026 Venue : Dubai World Trade Centre Organiser : Informa Markets	Vitafoods India Show 2026 Date : 11-13 FEB, 2026 Venue : JIO WORLD CONVENTION CENTRE Organiser : Informa Markets
Paintindia 2026 Date : 19-21 FEB, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : EXPONOVIA	DDX Asia 2026 Date : 12-13 FEB, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : THOUGHTSHOWS AND EVENTS PRIVATE LIMITED	Global Spice Summit & Expo 2026 Date : 13-14 FEB, 2026 Venue : Rajasthan International Centre, Jaipur Organiser : Nns Event & Exhibition Pvt. Ltd.	EV & ESS EXPO 2026 Date : 12-14 FEB, 2026 Venue : Chennai Trade Centre Complex Organiser : WATER TODAY PVT. LTD.	FAN Expo Hyderabad 2026 Date : 12-14 FEB, 2026 Venue : HITEX EXHIBITION CENTRE, HYDERABAD Organiser : Vaarta Trade Fairs India Pvt. Ltd.
ELECXPO 2026 Date : 20-22 FEB, 2026 Venue : Chennai Trade Centre Complex Organiser : Smart Expos & Fairs India Pvt Ltd.	Indian Pharma Fair 2026 Date : 13-14 FEB, 2026 Venue : Wings Convention Centre St Georges, Chennai Organiser : Indian Pharma Fair	BioAsia 2026 Date : 17-18 FEB, 2026 Venue : Hyderabad International Convention Centre Organiser : Vegan First	ARCHEX - The Architectural Expo 2026 Chandigarh Date : 13-16 FEB, 2026 Venue : Parade Ground, Chandigarh Organiser : Minds Media And Management Private Limited	UGJS - Unique Gems And Jewellery International Show 2026 Date : 14-16 FEB, 2026 Venue : Auto Cluster Exhibition Center, Pune Organiser : Stylus Events India Pvt. Ltd.
IEEE APSCON 2026 Date : 23-25 FEB, 2026 Venue : NEW DELHI Organiser : IEEE Advancing Technology For Humanity	PackVision Expo 2026 Date : 19-21 FEB, 2026 Venue : Pune International Exhibition and Convention Centre Organiser : Future Market Events	India Design 2026 Date : 19-22 FEB, 2026 Venue : NSIC Exhibition Complex Organiser : OGAAN PUBLICATIONS	ISF- Indian Surface Finishing 2026 Date : 18-20 FEB, 2026 Venue : BANGALORE INTERNATIONAL EXHIBITION CENTRE Organiser : Metal Finishers Association of India	Global Metals and Mining Meet 2026 Date : 18TH FEB, 2026 Venue : Venue: The Lalit, Kolkata Organiser : ETInfra
Cosmetic & Home Care Ingredients 2026 Date : 23 - 24 FEB, 2026 Venue : NEW DELHI Organiser : Pragati Maidan	MachAuto Expo - Ludhiana 2026 Date : 20-23 FEB, 2026 Venue : LUDHIANA EXHIBITION CENTRE Organiser : Udan Media & Communication Pvt. Ltd.	Medicall Expo - Kolkata 2026 Date : 21-23 FEB 2026 Venue : Biswa Bangla Mela Prangan, Kolkata Organiser : GLOBAL EXHIBITION ORGANISERS AND CONSULTANTS	PHARMMAEX 2026 Date : 20-21 FEB, 2026 Venue : Codissia Trade Fair Complex, Coimbatore Organiser : DEVASYA MEDIA PRIVATE LIMITED	PRINTPACK-RAJASTHAN 2026 Date : 21-23 FEB, 2026 Venue : Jaipur Exhibition & Convention Centre Organiser : INDIAN PRINTING PACKAGING & ALLIED MACHINERY MANU. ASSOCIATION
SATTE 2026 Date : 25-27 FEB, 2026 Venue : YASHOBHOOMI Organiser : INFORMA MARKETS INDIA PRIVATE LIMITED	8th INTERNATIONAL SOAP & DETERGENT EXPO 2026 Date : 26-27 FEB, 2026 Venue : HITEX EXHIBITION CENTRE, HYDERABAD Organiser : Incense Media	Delhi Jewellery & Gem Fair 2026 Date : 28 FEB - 2 MARCH, 2026 Venue : PRAGATI MAIDAN Organiser : INFORMA MARKETS INDIA PRIVATE LIMITED	Gifts World Expo - Mumbai 2026 Date : 26-28 FEB, 2026 Venue : BOMBAY EXHIBITION CENTRE Organiser : MEX Exhibition Pvt. Ltd.	

Event Calendar MARCH 2026

BCB Singapore 2026 Date : 2-3 MARCH, 2026 Venue : Marina Bay Sands Expo and Convention Centre, Singapore Organiser : RX Austria & Germany - Dusseldorf	HKTDC Hong Kong International Diamond, Gem & Pearl Show 2026 Date : 2-6 MARCH, 2026 Venue : AsiaWorld-Expo, Hong Kong Organiser : Hong Kong Trade Development Council (HKTDC)	SEASONS Spring - Fashion Jewellery & Accessories Fair 2026 Date : 3-6 MARCH, 2026 Venue : AsiaWorld-Expo, Hong Kong Organiser : Informa Markets	Aero-Engines Asia-Pacific 2026 Date : 4-5 MARCH, 2026 Venue : Renaissance Harbour View Hotel, Hong Kong Organiser : Aviation Week	HKTDC Hong Kong International Jewellery Show 2026 Date : 4-8 MARCH, 2026 Venue : Hong Kong Convention and Exhibition Centre Organiser : Hong Kong Trade Development Council (HKTDC)
Lab Supply Frankfurt 2026 Date : 04-Mar-26 Venue : Frankfurt Jahrhunderthalle Organiser : Vogel Communications Group GmbH & Co. KG	Pharma Expotech 2026 Date : 6-7 MARCH, 2026 Venue : Auto Cluster Exhibition Centre, Pune Organiser : Expotech Media	GJIF - Gem & Jewellery India International Fair 2026 Date : 6-8 MARCH, 2026 Venue : CHENNAI TRADE CENTRE Organiser : United Exhibitions	Panacea - Natural Products Expo India 2026 Date : 6-8 MARCH, 2026 Venue : People's Plaza, Hyderabad Organiser : SEISHIDO COMMUNICATIONS	Surat International Auto Expo 2026 Date : 6-9 MARCH, 2026 Venue : Surat International Exhibition and Convention Centre Organiser : The Southern Gujarat Chamber of Commerce & Industry
Bridal Asia - New Delhi 2026 Date : 7-8 MARCH, 2026 Venue : The Ashok Hotel , New Delhi Organiser : Services International	Light + Building - Frankfurt 2026 Date : 8-13 march, 2026 Venue : Frankfurt am Main, Frankfurt Organiser : Messe Frankfurt Gmbh	India First Startup Expo 2026 Date : 9-10 MARCH, 2026 Venue : YASHOBHOOMI Organiser : AICRA INDIA	Bharat Footwear & Leather Expo (BFLEX 2026) Date : 9-10 MARCH, 2026 Venue : YASHOBHOOMI Organiser : Council for Leather Exports	RoadX India 2026 Date : 9-10 MARCH, 2026 Venue : India Expo Mart, Greater Noida Organiser : RoadX India
BATTERY ASIA 2026 Date : 9-11 MARCH, 2026 Venue : India Expo Mart, Greater Noida Organiser : INDIAN EXHIBITION SERVICES	Crescent Moon Exhibition 2026 Date : 10-Mar-26 Venue : The St. Regis Mumbai Organiser : Crescent Moon Exhibition	CEM India and AQUAMATE India 2026 Date : 10-12 MARCH, 2026 Venue : YASHOBHOOMI Organiser : ILM - International Labmate Ltd	India Smart Utility Week 2026 Date : 10-14 MARCH, 2026 Venue : The Lalit, New Delhi Organiser : India Smart Grid Forum	IAAPI Amusement Expo 2026 Date : 10-12 MARCH, 2026 Venue : Bombay Exhibition Center Organiser : Indian Association of Amusement Parks and Industries (IAAPI)
AAHAR 2026 Date : 10-14 MARCH, 2026 Venue : Bharat Mandapam Organiser : ITPO	INDIA CHEMICAL INDUSTRY OUTLOOK CONFERENCE & EXHIBITION 2026 Date : 11-12 MARCH, 2026 Venue : Grand Hyatt Mumbai Hotel & Residences - Mumbai Organiser : Indian Chemical Council	Biologics Manufacturing Asia 2026 Date : 11-12 MARCH, 2026 Venue : Marina Bay Sands Expo and Convention Centre, Singapore Organiser : Imapac PTE Ltd	9th Annual Pharma Regulatory Summit 2026 Date : 11-12 MARCH, 2026 Venue : Kohinoor Continental Hotel, Mumbai Organiser : Virtue Insight	Aerospace & Defence, MRO South Asia Summit 2026 Date : 11-12 MARCH, 2026 Venue : YASHOBHOOMI Organiser : THE STAT TRADE TIMES PVT. LTD.
Corru Pack Print India 2026 Date : 12-15 MARCH, 2026 Venue : YASHOBHOOMI Organiser : ICPMA & Futurex Trade Fair & Events Pvt Ltd.	Horti India Expo 2026 Date : 12-14 MARCH, 2026 Venue : YASHOBHOOMI Organiser : SV GLOBAL EXPO	BHARAT GLOBAL EXPO 2026 Date : 12-15 MARCH, 2026 Venue : YASHOBHOOMI Organiser : ETAILY EVENTS & EXHIBITIONS	Automation Expo South 2026 Date : 12-14 MARCH, 2026 Venue : CHENNAI TRADE CENTRE Organiser : I. E. D. Communications Limited	Oil & Gas Connect Expo 2026 Date : 12-14 MARCH, 2026 Venue : India Expo Mart, Greater Noida Organiser : E2E Events and Exhibitions Ventures
iDAC Expo Mumbai 2026 Date : 12-14 MARCH, 2026 Venue : Jio World Convention Centre, Mumbai Organiser : Nova Exhibitions & Conferences	ACREX India 2026 Date : 12-14 MARCH, 2026 Venue : Bombay Exhibition Center Organiser : ISHRAE	Krishi Mach Expo 2026 Chandigarh Date : 13-15 MARCH, 2026 Venue : Parade Ground, Chandigarh Organiser : Fortune Exhibitor Pvt Ltd.	TTF - Travel & Tourism Fair - Bengaluru 2026 Date : 13-15 MARCH, 2026 Venue : Palace Grounds, Bengaluru Organiser : Fairfest Media Limited	Glass & Aluminium Expo 2026 Date : 13-15 MARCH, 2026 Venue : EKA Club, Ahmedabad Organiser : Aries Events Pvt. Ltd.
ACE REFLECT - Ahmedabad 2026 Date : 14-15 MARCH, 2026 Venue : Helipad Exhibition Centre Organiser : Asian Business Exhibition & Conferences Private Limited	ISGF - India Sporting Goods Fair 2026 Date : 16-17 MARCH, 2026 Venue : YASHOBHOOMI Organiser : SPORTS GOODS EXPORT PROMOTION COUNCIL	16th Mega Cargo Show 2026 Date : 17-18 MARCH, 2026 Venue : Jio World Convention Centre, Mumbai Organiser : Exim India Private Limited	BHP - Break Bulk, Heavy Lift & Project Forwarding 2026 Date : 17-18 MARCH, 2026 Venue : Bombay Exhibition Center Organiser : Exim India Private Limited	Recommerce Expo 2026 Date : 17-18 MARCH, 2026 Venue : The Lalit Ashok Bangalore Organiser : Urdhva Management Private Limited
China Western International Refrigeration Exhibition (CWR-EXPO) 2026 Date : 18-20 MARCH, 2026 Venue : Chengdu, China Organiser : Chongqing World Exhibition Exhibition Co., Ltd.	Corru Pack Print India 2026 Date : 19-22 MARCH, 2026 Venue : Bombay Exhibition Center Organiser : ICPMA & Futurex Trade Fair & Events Pvt Ltd.	Universal Tourism Exhibition 2026 - Chengdu Date : 17-Mar-26 Venue : Chengdu, China Organiser : Beijing Golden Sunshine Conference & Exhibition Co., Ltd.	India International Horti Expo 2026 Date : 19-21 MARCH, 2026 Venue : India Expo Mart, Greater Noida Organiser : Pixie Expo Media	ad:tech New Delhi 2026 Date : 18-19 MARCH, 2026 Venue : YASHOBHOOMI Organiser : Comexposium
IITE - India International Travel Exhibition - Indore 2026 Date : 20-22 MARCH, 2026 Venue : INDORE Organiser : INDIA INTERNATIONAL TRAVEL EXHIBITION	IITM - India International Travel Mart - Ahmedabad 2026 Date : 20-21 MARCH, 2026 Venue : YMCA International Centre, Ahmedabad Organiser : Sphere Travelmedia & Exhibitions Pvt. Ltd.	TTF - Travel & Tourism Fair - Chennai 2026 Date : 20-22 MARCH, 2026 Venue : CHENNAI TRADE CENTRE Organiser : Fairfest Media Limited	The Haat of Art New Delhi 2026 Date : 20-22 MARCH, 2026 Venue : Pragati Maidan, New Delhi Organiser : EXHOBUZZ PRIVATE LIMITED	Razzus Luxury Automotive 2026 Date : 21-23 MARCH, 2026 Venue : CHENNAI TRADE CENTRE Organiser : Razzus Business Events
GTE - Garment Technology Expo - Greater Noida 2026 Date : 20-23 MARCH, 2026 Venue : India Expo Mart, Greater Noida Organiser : GARMENT TECHNOLOGY EXPO PVT LTD	In-Optics 2026 Date : 21-23 MARCH, 2026 Venue : YASHOBHOOMI Organiser : RSD Expositions	PLASTIWORLD 2026 Date : 23-25 MARCH, 2026 Venue : Jio World Convention Centre, Mumbai Organiser : The All India Plastics Manufacturers Association	Convergence India Expo 2026 Date : 23-25 MARCH, 2026 Venue : PRAGATI MAIDAN Organiser : Exhibitions India Group	India International footwear Fair 2026 Date : 25-29 MARCH, 2026 Venue : Biswa Bangla Exhibition Centre, Kolkata Organiser : CONFEDERATION OF INDIAN FOOTWEAR INDUSTRIES
Dubai Derma 2026 Date : 23-25 MARCH, 2026 Venue : Dubai International Convention and Exhibition Centre Organiser : INDEX Conferences & Exhibitions Organisation Est.	Dubai International Pharmaceuticals And Technologies Conference And Exhibition 2026 Date : 24-26 MARCH, 2026 Venue : Dubai International Convention and Exhibition Centre Organiser : INDEX Conferences & Exhibitions Organisation Est.	ISS World Middle East 2026 Date : 24-26 MARCH, 2026 Venue : JW Marriott Marquis Hotel, Dubai Organiser : TeleStrategies, Inc	BTA - BuildTech Asia 2026 Date : 24-26 MARCH, 2026 Venue : Singapore EXPO Convention & Exhibition Centre Organiser : Sphere Exhibits Pte Ltd	APM - Asia Pacific Maritime 2026 Date : 25-27 MARCH, 2026 Venue : Marina Bay Sands Expo and Convention Centre, Singapore Organiser : RX Singapore

THE EAST HIMALAYAN TRADE FAIR & EAST HIMALAYAN AGRI EXPO 2026



 The East Himalayan Trade Fair & East Himalayan Agri Expo 2026 was officially inaugurated by Dr J. B. Ekka, IAS, Additional Chief Secretary, Industry and Commerce

Department, Government of Assam on 22nd of Jan, 2026. The ceremony was graced by Shri Premjit Lal, ITS, Executive Director, ITPO, and Lt Col Harsh Kondilya, OSD & General Manager, Domestic Fair Division, ITPO. This inauguration sets the tone for a week-long celebration of trade, enterprise, innovation, and agricultural excellence — creating a strong platform for businesses, farmers, startups, and industries to connect, collaborate, and explore opportunities across the North East and national markets.



4TH ODISHA MINING AND INFRASTRUCTURE INTERNATIONAL EXPO 2026



 Spread across over 30,000 square metres, the Expo witnessed participation from more than 250–300 companies and attracted an estimated 20,000 visitors over four days. Exhibitors showcased cutting-edge mining machinery, automation systems, digital solutions, infrastructure technologies, and allied services. International participation from Russia, Germany, Japan, Korea, China, and Taiwan added a strong global flavor to the exhibition, creating new avenues for technology transfer and cross-border collaboration.

CREDAI PUNE PROPERTY EXPO 2026



 The Credai Pune Property expo was ceremoniously inaugurated by distinguished Chief Guest Dr. Ganesh Natarajan, Chairman of 5F World, GTT Data, and Honeywell Automation India. Adding to the prestige of the occasion, the ceremony was graced by prominent industry members. The inauguration ceremony highlighted a shared commitment to transparency, innovation and the continued growth of the Pune, PCMC and PMRDA regions.

SALT INDIA EXPO 2026



 The Salt India Expo organized by Indian Exhibition Services saw a grand inauguration as the Chief Guests were Shri Dinesh Singh Kushwah, Hon'ble MLA, Ahmedabad. The opening day was further enriched by the presence of distinguished industry leaders and experts, including Dr. P. N. Sharma — Additional Commissioner, Industries & Commerce, Government of Rajasthan, Dr. Franz Goetzfried — Salt Research + Consulting, Germany. The expo was organized at the Helipad Exhibition Centre, Ahmedabad. Salt India Expo 2026 stands as India's premier international platform for the salt, marine chemicals, and allied industries—bringing together industry leaders, policymakers, innovators, and global stakeholders to drive technology, sustainability, and business growth.

EFY EXPO 2026



Electronics For You Expo, Pune's first electronic expo was inaugurated at the Messe Global Convention Centre, Pune on 8th Jan, 2026. The expo drew large crowd from various categories reinforcing networking and availing new business opportunities. The expo also featured insightful conferences delivered by Akshay Mathur and Hariharan Lakshminarayanan from Stellantis. From domain-based designs to centralized and zonal architectures, the session highlighted how this transformation is not just about hardware changes, but about enabling faster innovation, scalability, and software-led vehicle capabilities.

ACRES 2026



Sharjah Real Estate exhibition was organised by the Sharjah Chamber of Commerce and Industry and the Sharjah Real Estate Registration Department at Expo Centre Sharjah. Following the opening, Sheikh Dr Salem bin Abdulrahman Al Qasimi toured the exhibition halls, reviewing details of the projects and offers on display, which cover various real estate sectors, including residential, commercial, industrial and investment, in addition to modern and sustainable residential communities, many of which are being launched for the first time in the Emirate of Sharjah.

JAIPUR LITERATURE FESTIVAL 2026



The Jaipur Literature Festival held from 15th to 19th Jan, 2026 made its mark with packed venues, insightful talks. The festival saw high footfall over the days contributing to the local tourism and vendors. There was an increase in sales of the books as it remained an important aspect. The festival also featured 300 interactive sessions with over 500 speakers.

INDIA FOOD EXPO 2026



The 10th Edition of India Food Expo & Seminar – showcasing food processing innovations, empowering farmers, and creating jobs was inaugurated by Shri Keshav Prasad Maurya, Hon'ble Deputy CM, Uttar Pradesh along with Dr. Neeraj Bora, MLA Lucknow North, Shri B.L. Meena, Additional Chief Secretary (ACS), Horticulture & Sericulture & Food Processing Departments, UP and Shri T.K. Shibu, Special Secretary, APC Branch, Govt. of UP. The expo showcased allied machineries, products and equipments of the F&B industry.

IMTEX FORMING 2026



Asia's largest exhibition on metal forming and manufacturing technologies saw a grand inauguration at BIEC, Bangalore. The exhibition was inaugurated by Dr. S. Rajkumar, President - Engine Component Division, Rane (Madras) Limited and Mr. Tarun Mehta, Co-founder & CEO, Ather Energy, at Bangalore International Exhibition Centre (BIEC), Bengaluru on 21 January 2026. The exhibition was spread across 48,000 square meters featuring 714 exhibitors from 24 countries.



PHARMA QUALITY EXCELLENCE AWARDS 2026



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